

The Inland Printer

January 1954

Controlling Production in Small Plants

Printing Week Plans in Full Swing

Billing Enclosures Can Mean More Business

Simplifying Your Office Procedure

Leading Publication in the World of Offset-Letterpress Printing



WHAT'S

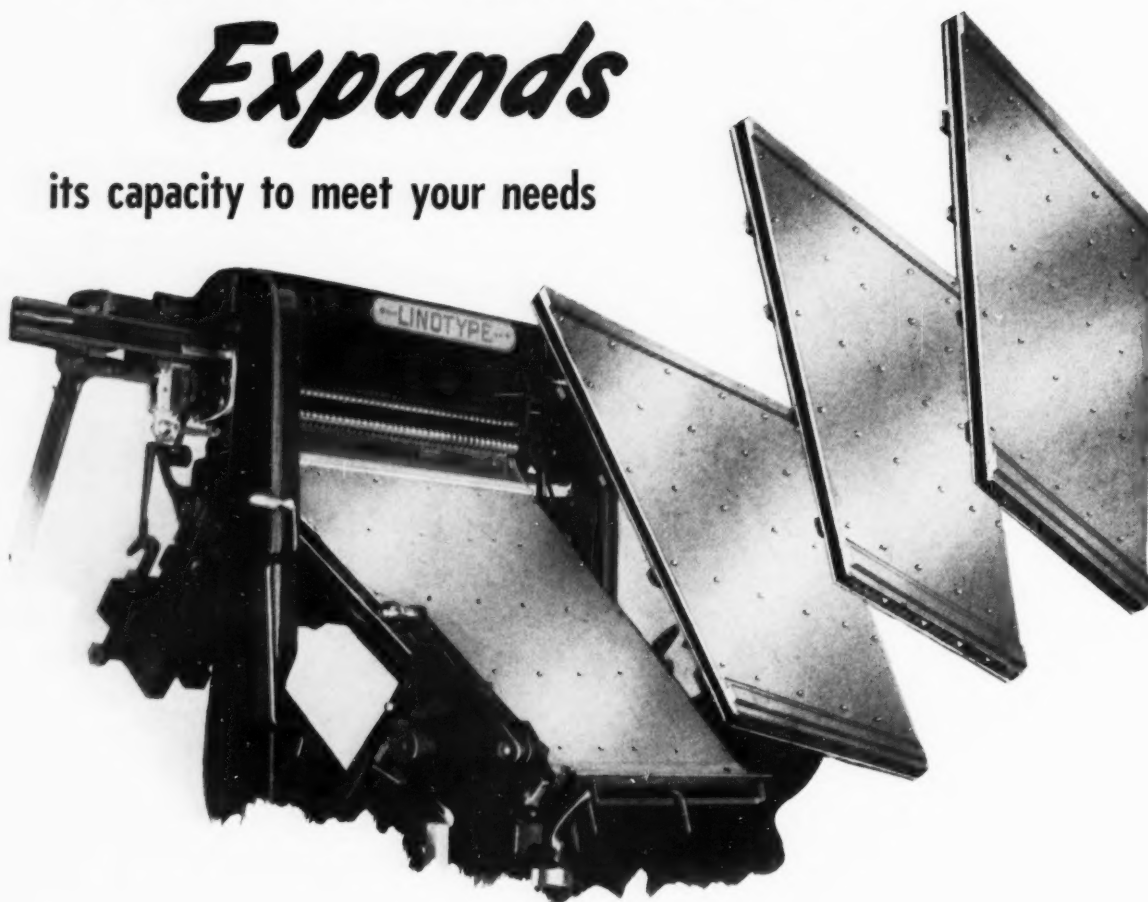
AHEAD

FOR '54?

MODEL 31 LINOTYPE

Expands

its capacity to meet your needs



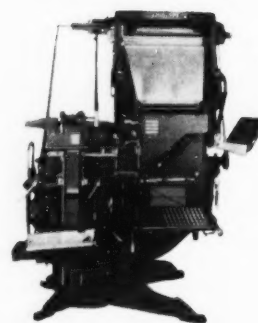
The Model 31 Linotype is a versatile machine that grows up with your business.

Here's why: You can buy Model 31 equipped with one, two, three or four magazines. Buy only what you need now — add magazines later as you need them.

For straight matter, one magazine usually suffices. For classified, get another. For heads and display, add two more, carrying sizes up to 24-pt. condensed.

See how economical it is to expand your type resources with a Model 31. This model is also available with auxiliaries for extra range. Ask your Linotype Production Engineer for full details.

Set in Linotype Caledonia and Spartan families



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• **LINOTYPE** •

LINOTYPE COMPANY

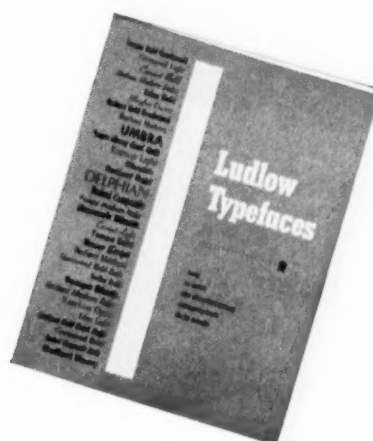
29 Ryerson Street, Brooklyn 5, N. Y.

Agencies: New York, Boston, Chicago, Dallas, Atlanta, Cleveland, San Francisco, Los Angeles. In Canada: Canadian Linotype, Limited, Toronto, Ontario

Tempo Bold Condensed
 Garamond Light
Coronet Bold
Bodoni Modern Italic
Mayfair Cursive
Radiant Bold Condensed
 Bodoni Modern
UMBRA
Mandate
Radiant Bold
DELPHIAN
 Bodoni Campanile
Tempo Medium Italic
Karnak Black
Coronet Light
Tempo Bold
Hauser Script
 Radiant Medium
Garamond Bold Italic
 Stellar Bold
Tempo Black
 Eden Light
Bodoni Campanile Italic
Radiant Heavy

Ludlow Typefaces

One thing that makes the Ludlow so versatile and so useful is the variety of typefaces available in Ludlow matrices. There are many Ludlow typefaces of distinctive modern design, as well as those traditional typefaces which have proved their worth and will always be with us. Ludlow typefaces include numerous attractive scripts and italics, which are most popular among advertisers and users of good printing. There is a Ludlow typeface for practically any requirement of good typography and attention value.



Send for a copy of this new
Ludlow typeface folder

The new folder illustrated above suggests many of the typefaces to be had in Ludlow matrices. The inside pages show simple but effective color schemes and typographic arrangements that could be duplicated in your own plant with a Ludlow installation.

Many of our good users consider Ludlow typefaces valuable assets in their service to customers. Numerous plants depend entirely upon the Ludlow for their display and miscellaneous composition, and operate most profitably with Ludlow facilities for general display, lining typefaces, ruleform, etc. Their satisfactory experience may be yours also.

Ludlow Typograph Company • 2032 Clybourn Avenue, Chicago 14, Illinois

Vandercook Has Moved



**to their new plant . . . located at
3601 West Touhy Ave., Chicago 45, Illinois
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We are now in our new home—the modern building pictured above—where Vandercook equipment will be manufactured and our general offices, research laboratory and demonstration room are located.

We hope you will visit us. Our plant is located only 25 minutes by taxicab north of Chicago's downtown district, and we are sure you will find every minute of your visit interesting as well as educational.



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Western Office
3156 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUUnkirk 8-9931

JANUARY 1954

Vol. 132

No. 4

The Inland Printer



FIRST PUBLICATION OF ALL THE PRINTING INDUSTRY

In this issue

• If you like to play the role of amateur economist, you'll enjoy matching your opinions with those of industry leaders who go out on the proverbial limb this month and tell what they think 1954 will bring. Mostly, they are optimistic about business prospects, although they also exercise the all-too-human tendency to hedge. Reading around and through the "ifs" and "buts" should give you a good picture of what the experts hope 1954 will be like, if not what it actually turns out to be. • On page 38, Lillian Stemp shows that even such a small operation as opening the morning mail can bog down an office, and she's discovered some ingenious methods used to avoid this bottleneck. • And speaking of bottlenecks, we've seen big printing plants where production control alone kept enough people busy to staff a small plant, and we've seen small plants where no one bothered much about controlling anything. On page 41, however, is a comfortable compromise: a production control system for small plants that really works, without keeping everyone busy trying to control the control system. • Although you couldn't possibly have forgotten or missed hearing about it, we'll mention anyway that Printing Week begins on January 17. A city-by-city summary of plans for the big week begins on page 44, and a few appropriate remarks about Mr. Franklin will be found on page 46. • And as usual, of course, we have our regular quota of departments and features that we hope will be helpful throughout the month.

Next Month

Interesting things are happening in the country weekly field these days, particularly those papers with commercial plants attached as many do. Thomas F. Barnhart of the University of Minnesota's School of Journalism has visited many such plants and will tell you about them in one of our major articles in February.

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Cover Design by Leroy Barfuss

Manuscripts

The Inland Printer will accept manuscripts, photographs, drawings, etc., courteous attention and normal care, but cannot be held responsible for unsolicited contributions. Contributors should keep duplicate copies of all material sent in. Address all contributions to The Inland Printer, 309 West Jackson Boulevard, Chicago 6, Illinois.

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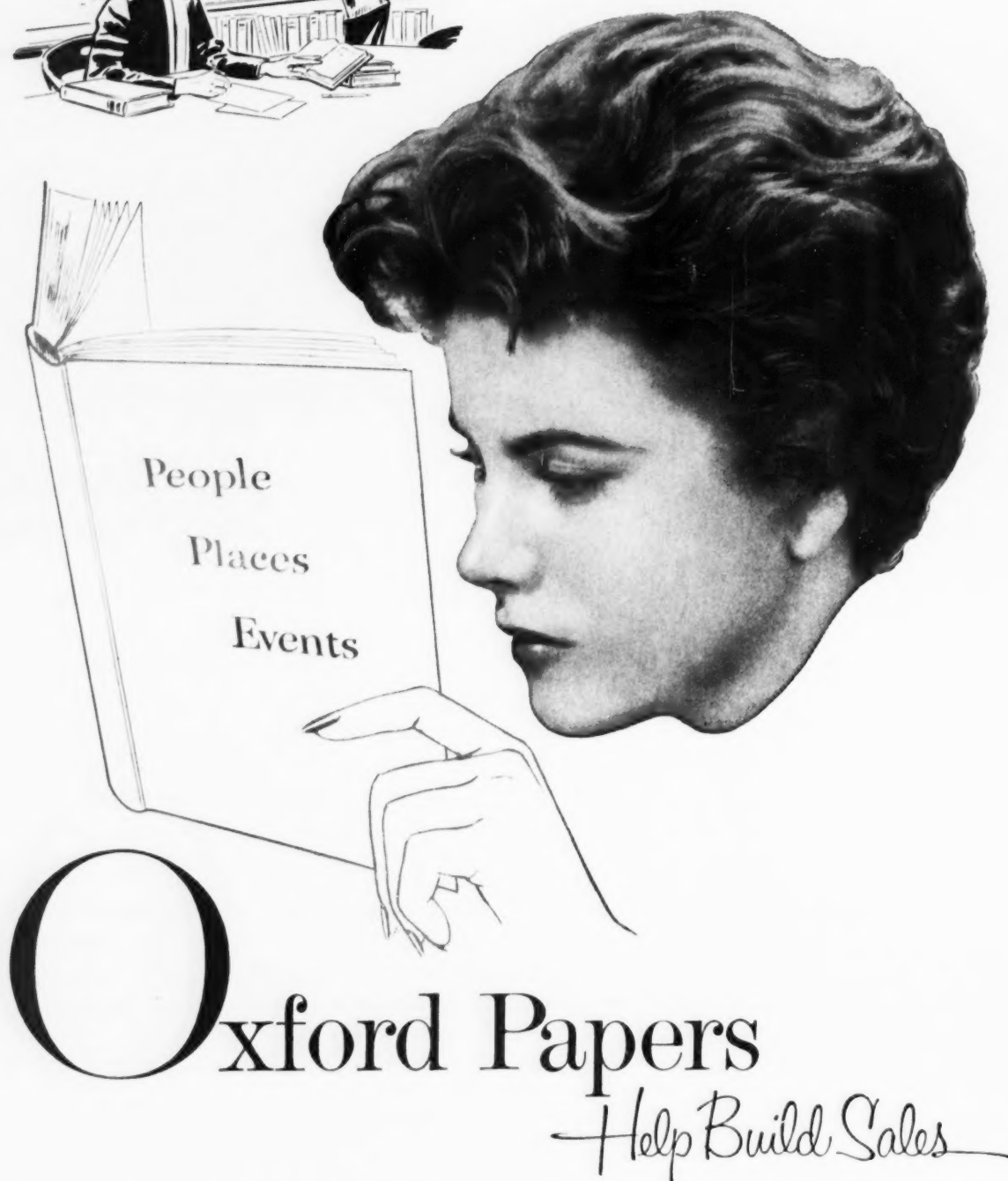


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1

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2

SAME DAY SERVICE

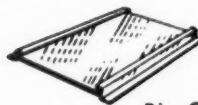
**STEEL RULE
CUTTING DIES**



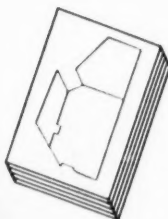
High Label Dies



Die Cutting Jackets
For Cylinder Press



Die Cutting Jackets
For Platen Press



"You recently made up a set of dies for us --that had previously been produced elsewhere and proved unsatisfactory. The register was away off. Your dies really hit it on the nose--despite the many colors we ran."

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Rising PARCHMENT	100% Rag
Rising No. 1 INDEX	100% Rag
Rising LINE MARQUE WRITING	25% Rag
Rising PLATINUM	25% Rag
Rising HILLSDALE VELLUM	25% Rag
Rising WINSTED VELLUM	
Rising INTRALACE TEXT	

*Rising
Paper*

RISING PAPER COMPANY • HOUSATONIC, MASSACHUSETTS



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a complete line

Production—faster makeready, easier operation, longer plate life, more sheets per hour, unsurpassed dependability.

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Quality—Only Miehle Offsets have TRUE ROLLING cylinders* that transfer the image exactly. From the smallest halftone dot to the heaviest solid the print is crisp and clean. There's no image stretch, no distortion, no "long" printing.

Production, Versatility, Quality—Miehle Offsets are profit makers from every standpoint.

* U. S. Patent No. 2,036,835

Send for complete information

PRESS	SHEET SIZE	SPEEDS UP TO
29 Single Color	23 x 29	7000
36 Single Color	23 x 36	6500
41 Single Color	30 x 42	6800
41 Two Color	30 x 39	6800
49 Single Color	36 x 49 $\frac{1}{4}$	6500
49 Two Color	36 x 49 $\frac{1}{4}$	6500
61 One to Six Color ^X	42 x 58	6500
76 One to Six Color ^X	52 x 76	6000

^X The Miehle 61 and 76 Offsets are built on the Unit Construction principle and are available as one, two, three, four, five and six color presses.

MIEHLE PRINTING PRESS AND MANUFACTURING COMPANY
Chicago 8, Illinois



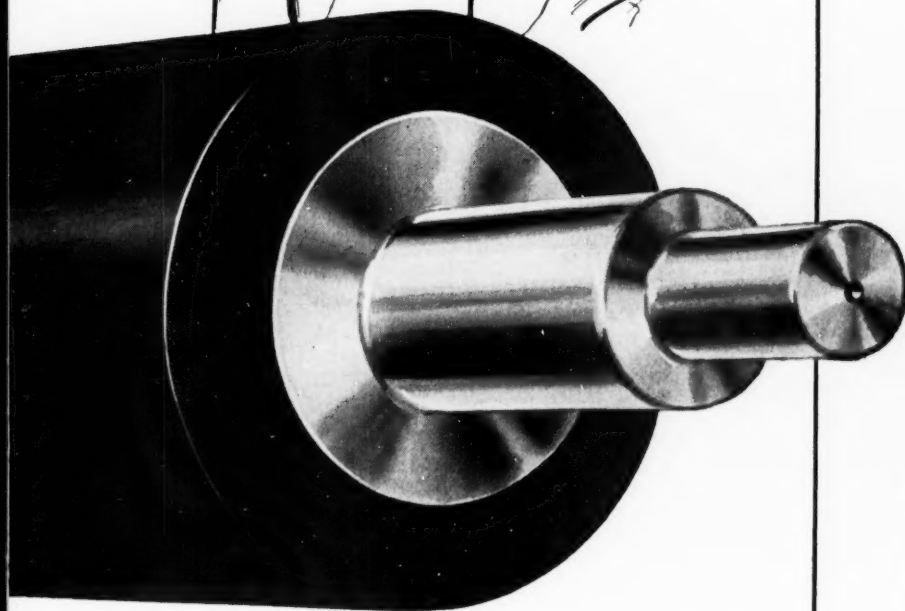
I've got to have
more saleable sheets
per day

I want faithful
reproduction
sheet after sheet

You get both with DAYCO Rollers

**Sales Managers and
Press Foremen agree
on DAYCO Rollers**

It's easy to see why, too! For when you're selling printing competitively, Dayco rollers mean higher quality, sheet after sheet, in longer, faster runs at lower cost. In the pressroom, Dayco rollers afford the opportunity to achieve superb printing quality day-in, day-out. That's because these amazingly soft Daycos have a velvet touch that picks up just the right amount of ink and distributes it smoothly and unerringly at highest speeds. Daycos are the result of the most intensive research and development, which give them a softness required to produce the highest quality



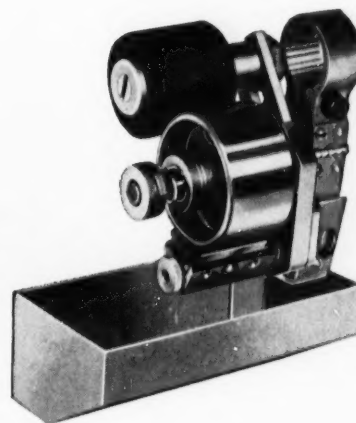
of printing. More than that, they're unaffected by changes in temperature or humidity. Big savings are yours, too, because double-life Daycos can be re-Daycoed for still further service at fractional cost.

So, for finest printing quality, lower roller replacement cost and important savings in time, material and labor, switch to longer-lasting Daycos—they're perfect for use in any press position. Write for complete information today. Dayton Rubber Company, Dayco Division, Department 15, Dayton 1, Ohio.



The DAYCO Fountain Divider

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The DAYCO Color Separator

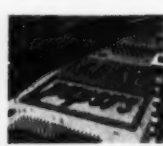
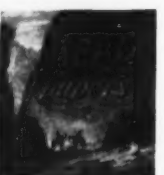
Imagine! Several colors one time through the press! That's what you can do with the new Dayco Color Separator—and without cutting your rollers. It's the only mechanical color separator made. Gives splits as narrow as 1/2 inch with no color mixing. Saves roller cost, make-ready, press time with all rollers and inks.

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Since 1905

Dayco Rollers . . . for Offset, Letterpress, Gravure, Anilin, Coating, Graining, Steel Mills. Dayco Offset Blankets. Dayco Fountain Dividers. Dayco Color Separators.

(C) D.R. 1954



MAKING A TRADE-MARK MEMORABLE



Making Mead Papers—and the trade-mark—unforgettable in the minds of those who buy and specify is the job being done by our national advertising. This is good for us. This is good for you!

During 1952 and 1953, the famous Mead trade-mark has been dramatized 22 times on the pages of *TIME* and *BUSINESS WEEK*, and in this and in other leading publications in the field of graphic arts. Again in 1954, national advertising will continue to blanket your customers and your prospects, helping create ready acceptance for the complete and diversified Mead line.

REMEMBER THIS: *Mead Papers mean business . . .*
for merchants, merchant salesmen, printers,
lithographers and advertisers everywhere . . .
yes, for you!

THE MEAD CORPORATION

"Paper Makers to America"

The Mead Sales Co., 118 W. First St., Dayton 2
New York • Chicago • Boston • Philadelphia • Atlanta



WASHBURN PRINTING COMPANY'S Sid Morgan (letterpress foreman) knows the value of top quality top sheets. That's why he chooses and uses "Spherekote" Tympan Covers Type 17C. And that's why his presses now record more running time, less down time than ever before!

"SPHEREKOTE" Tympan Covers STOP STATIC, PERMIT FAST BACKUPS for Charlotte, N.C. printer

"No STATIC PROBLEMS throughout the entire year!" says Washburn Printing Co. Foreman Sid Morgan. And he gives much of the credit for this enviable performance to "Spherekote" Tympan Covers Type 17C. He's learned from first-hand experience how they prevent static buildup and keep the paper passing through to delivery.

"Another plus feature of 'Spherekote' Tympan," adds Mr. Morgan, "is their ability to take quick backups. This feature alone makes them an excellent investment on any press."

Why not try these superior tympan on your own presses? You'll find their perfect combination of a glass surface and

highly calendered base stock solve the problems that slow down production and waste valuable press time. Not only that, you'll find these *toughest-of-them-all* top sheets will give you thousands of *extra impressions* before it's necessary to change! Prove it to yourself.

QUICK FACTS ON TYPE 17C "SPHEREKOTE" TYMPAN COVERS

- Reduce static • Allow quick backups without smudging • Protect makeready on longest runs • Print sharper halftones on all cuts • Hold close register on color jobs • Run numbering jobs without chewing top sheets • Prevent offset spray buildup • Allow washups without softening packing.



Made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn.—also makers of "3M" Brand Sensitized Aluminum Photo-Offset Plates, "Scotchlite" Reflective Sheeting, "Scotch" Brand Pressure-Sensitive Tapes, "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.



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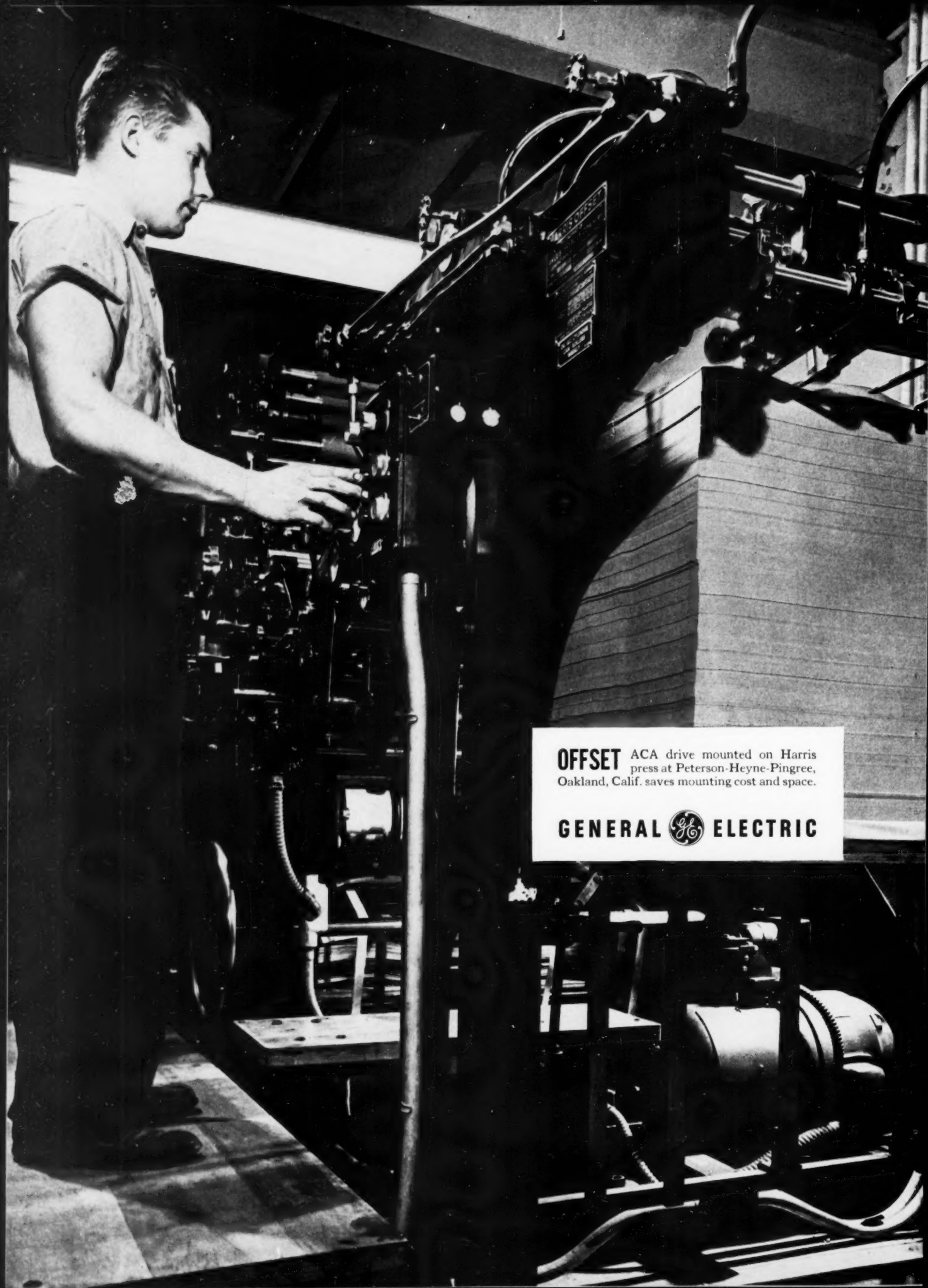
Minnesota Mining & Mfg. Co.
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NAME

COMPANY

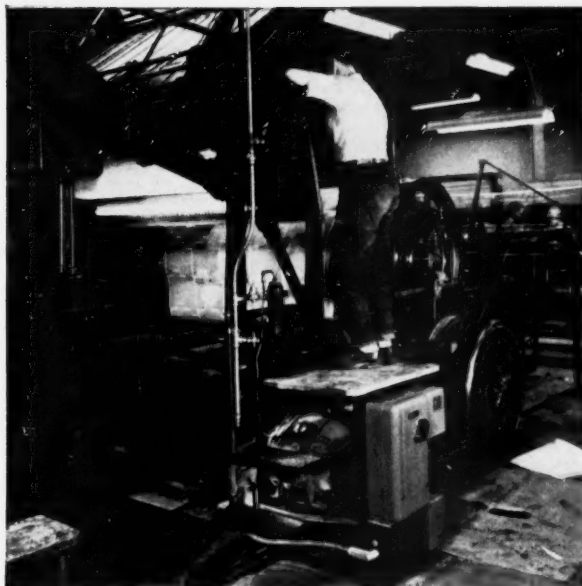
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OFFSET ACA drive mounted on Harris
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Oakland, Calif. saves mounting cost and space.

GENERAL  **ELECTRIC**



LETTERPRESS ACA saves power—uses an average of 15% less power than comparable drives.



BINDERY ACA reduces maintenance—has no heat problem, few moving parts in control.

Cut cost-consuming production time with General Electric ACA press drive

With adjustable speed direct from a-c power, G.E.'s ACA drive automatically accelerates your press to the speed you choose

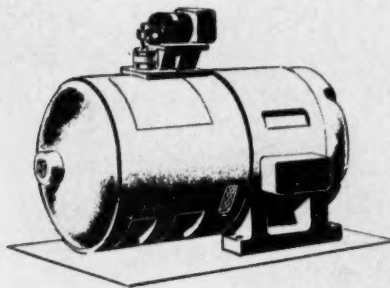
Pre-set speed control on G.E.'s ACA drive helps you save production time by automatically bringing your press up to the speed you desire.

All your pressman does is select the speed he desires before pressing the **START** button. The press will automatically accelerate quickly and smoothly to the pre-set speed. In case of trouble, a trip lever is designed to bring the press down to idle. After clearing, pressing the **START** button will automatically return the press to its original speed.

Time lost during start-up and after clearing is kept to a minimum. The ACA allows you to select the

speed desired from the wide range available, for any combination of ink and paper, before you start the press. Thus, you can use the highest operating speed consistent with good quality.

Like your press, your drive is a production tool. select it carefully. Specify a General Electric ACA press drive the next time you purchase printing equipment. For additional information, contact your nearest G-E Apparatus Sales Office, agent or distributor. Or write for Bulletin GEA-5568, General Electric Company, Section 653-32, Schenectady, N. Y.



- DC PERFORMANCE DIRECTLY FROM AC POWER
- TOP PRESS SPEED CONSISTENT WITH FINE PRESSWORK
- EASE OF INSTALLATION, OPERATION, MAINTENANCE

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GENERAL  ELECTRIC

THREE COMPLETE PLATEMAKING PLANTS

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OFFSET

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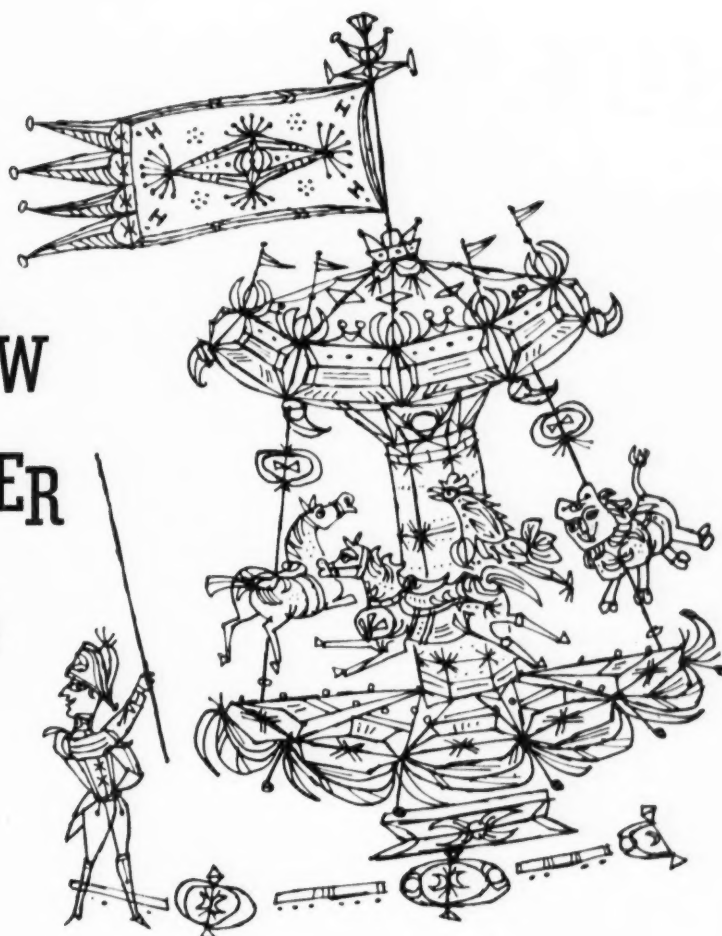
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DAY
AND
NIGHT



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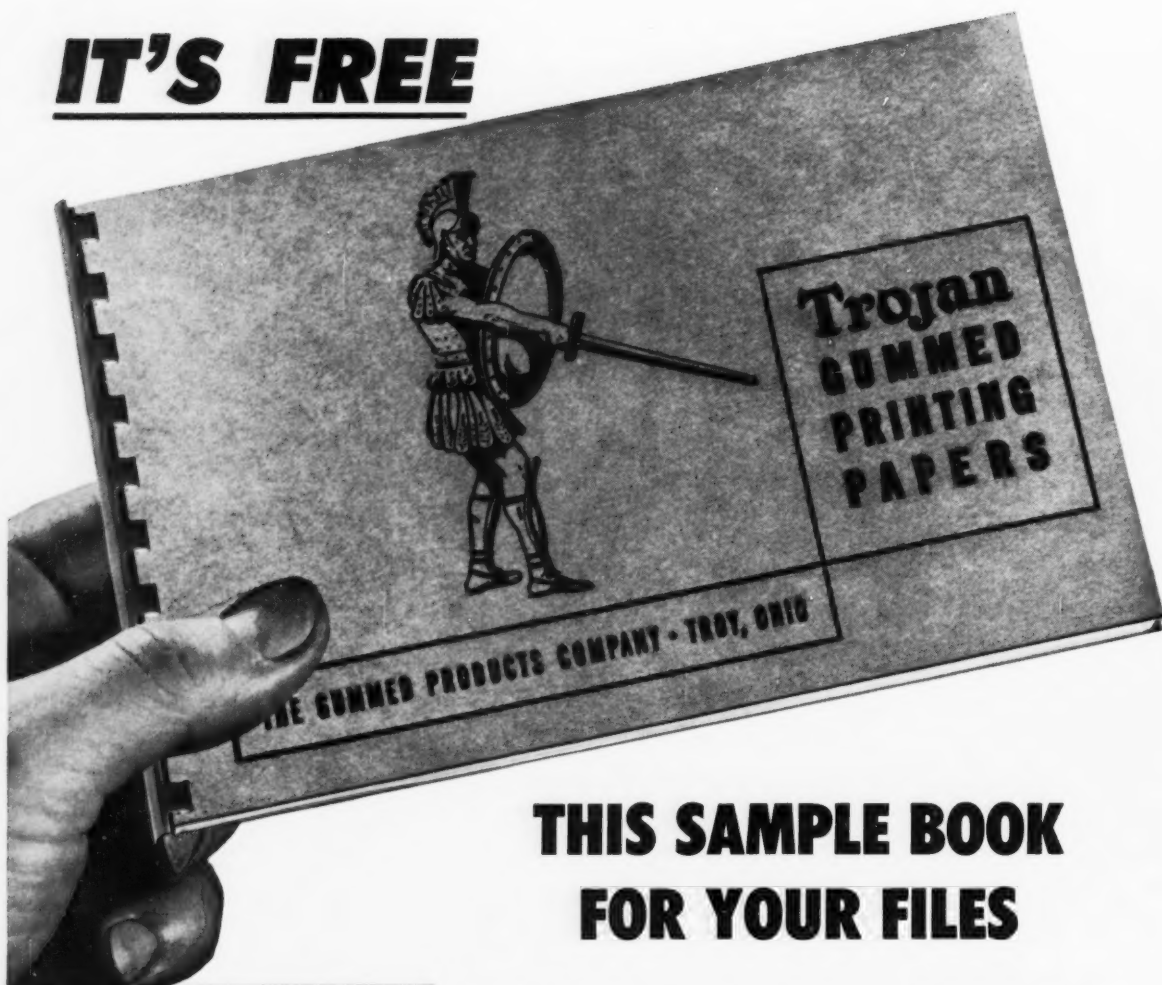
Hamilton Papers

W. C. Hamilton & Sons, Miquon, Pa. • Offices in New York, Chicago, Los Angeles

W. C. Hamilton & Sons, Miquon, Pa.
Gentlemen: Please send me the swatchbook of Hamilton Carousel.

Name _____
Firm Name _____
Address _____

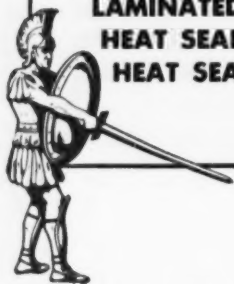
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THIS SAMPLE BOOK FOR YOUR FILES

**A
Complete line of
Gummed Printing Papers
in Sheets and Rolls**

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STAMP PAPERS
LAMINATED FOILS
LAMINATED PAPERS
LAMINATED FABRICS
HEAT SEAL PAPERS
HEAT SEAL FOILS**



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CLOQUET, MINNESOTA

THE NORTHWEST PAPER COMPANY

CLOQUET, MINNESOTA

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Northwest Ledger	Mountie Text
Northwest Mimeo Bond	Mountie Book
Northwest Duplicator	Carlton Bond
Northwest Index Bristol	Carlton Ledger
Northwest Post Card	Carlton Mimeograph
Klo-Kay Book	Carlton Duplicator
Mountie Label	North Star Writing
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Adding Machine	Coating Raw Stock
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Nortex Buff	Mountie
	Carlton

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CHICAGO 6, 20 NORTH WACKER DRIVE
MINNEAPOLIS 2, FOSHAY TOWER • ST. LOUIS 3, SHELL BUILDING

Northwest Pedigreed Papers Always Make Good Printing Better

**This
is the**

Davidson...

... the time-tested multi-purpose reproduction unit. The only one of its kind!

The same Davidson machine does offset (both dry offset and regular), letterpress and embossing (employing electrotypes, type slugs and rubber plates).

Simple, rapidly made adjustments permit the most economical method of printing to be selected by the operator and set up on the same machine. The Davidson is converted and ready to operate in a matter of minutes. Short runs or long runs—offset, letterpress or embossing—are handled with equal effectiveness.

This is why more and more printers accept Davidson as their versatile workhorse having big profit-margin qualities, requiring less investment and giving bigger returns.

Davidson gives you this variety of processes on the same machine:

- offset, regular or dry • embossing
- letterpress • rubberplate printing
- imprinting or numbering
- simultaneous two-sided printing

Davidson gives you this efficiency:

- quick conversion from offset to letterpress
- variable speed control up to 6,000 per hour

Davidson precision engineering gives you:

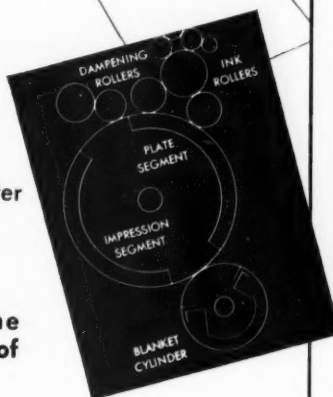
- excellent ink coverage • close register
- fine half-tone and multi-color work
- positive stripping and stacking
- top-quality results

Combined with these features, the Davidson is ruggedly built for years of low maintenance service.

For illustrated brochure write to:

DAVIDSON CORPORATION • DEPT. F41, 29 RYERSON STREET, BROOKLYN 5, NEW YORK

A subsidiary of Mergenthaler Linotype Company



Here's the secret of Davidson's multi-purpose operation:

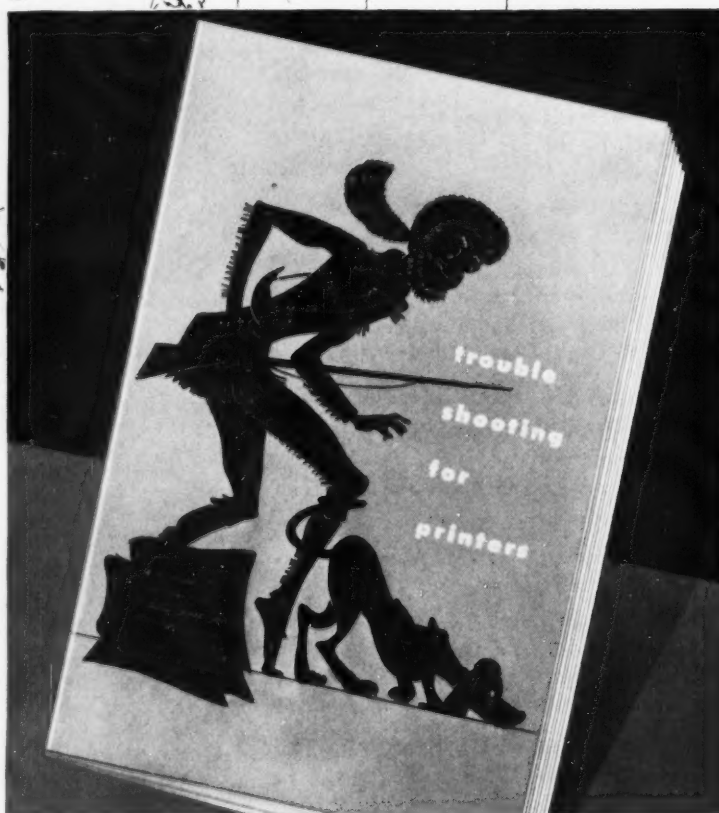
The 2-Cylinder Principle

For offset, the impression plate and offset plate are combined on one cylinder...the lower cylinder serves as a blanket cylinder. For letterpress the upper cylinder holds type, curved plates, etc. . . . the lower cylinder then becomes an impression cylinder. Your Davidson salesman will show you the 2-cylinder system in operation. Ask too, about the simple embossing method.



Tip Of The Month from Kimberly-Clark

In place of the usual special tip this month, we'd like to tell you about a fascinating new booklet, "Trouble Shooting for Printers." It's a compilation of ideas sent to Kimberly-Clark for the "Swap Ideas" series of advertisements—and includes many of the suggestions that were not used in the ads for lack of space. You'll find new and different ideas pertaining to everything from the pressroom to bindery, storage, ink and paper. You'll find several variations of a single idea—regional differences in printers' practices and jargon—and plenty of proof that there's more than one way to skin a cat. For your copy, simply write to "Trouble Shooting for Printers," Kimberly-Clark Corporation, Neenah, Wisconsin. Supplies are limited, so hurry!



In this new booklet, 200 printers solve your problems
—details at left in "Tip of the Month"

Kimberly-Clark invites you to match your printing ideas with these—and win a \$50 Bond!

Letterpress roller gets thorough washing

When washing up a letterpress at the end of a day and the ink is to remain in the fountain overnight, we've found a way to clean that part of the roller which can't be reached by the wiping cloth. First, wash the exposed part of the fountain roller, wipe dry and apply a heavy machine oil. Then turn roller and wash ink off the remaining half. As the area with the film of oil on it passes through the fountain, ink will not adhere to the fountain roller. This prevents a hard crust of dry ink from forming and makes the job easier to start in the morning.

Emil L. Jussen,
4510 N. McVicker Avenue, Chicago, Illinois

Static elimination for platen presses

For a simple and effective way to eliminate static on platen presses, either hand-fed or mechanically fed, cut a strip of cotton cloth about an inch wide and as long as the platen. Moisten cloth with glycerine, just enough so cloth absorbs it all and is not greasy. Clamp tympan bale over cloth allowing about half an inch to extend above bale all along the platen. Crease cloth back down over bale. Action of platen will cause cloth to flap back out of way when printed sheet is retrieved from press. As sheet is pulled over cloth, static will be removed. It is best to prepare cloth in advance and it is good for repeated use without treating again. Have used this method successfully under many conditions.

Ralph T. Hogan,
The Dalles Optimist, The Dalles, Oregon

Boxes save time and temper

On the 10" x 15" Heidelberg, it is often a problem to deliver small sizes—such as 88 cards. One solution is to make a

few 3-sided boxes to catch the exact size in the delivery. These boxes should be made just slightly larger than the stock being run. A box is placed on the delivery table. The sides are kept rigid by pushing the guide plates against either side of the box, while the back lies against the front lay standard. The small sizes drop off the delivery fingers into the bottom of the box, stacking themselves neatly. They are no problem to remove then since the box and the cards are taken off the delivery together. You'll find this a time and temper saver.

Nate Greenberg, Printer,
Los Angeles, California

Rubber bands improve proofs

If you are bothered with slurring or tails on reproduction proofs when you have to make them on a small proof press without grippers, try stretching a pair of rubber bands around the cylinder and over the edges of the proof paper. These bands will hold the paper to the cylinder and enable you to make a clean proof which can be easily removed from the press.

E. R. Talley,
Talley Press, San Angelo, Texas

Do you have an item of interest? Let's Swap Ideas

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printed form. For each idea used in our magazine advertising, we will give the sender name credit and a \$50 Savings Bond. In case of duplicate ideas, only the first received is eligible for the award. This offer supersedes any offer published in previous advertisements, and continues for two months only. Address "Let's Swap Ideas", Dept. I-14, Kimberly-Clark, Neenah, Wisconsin.

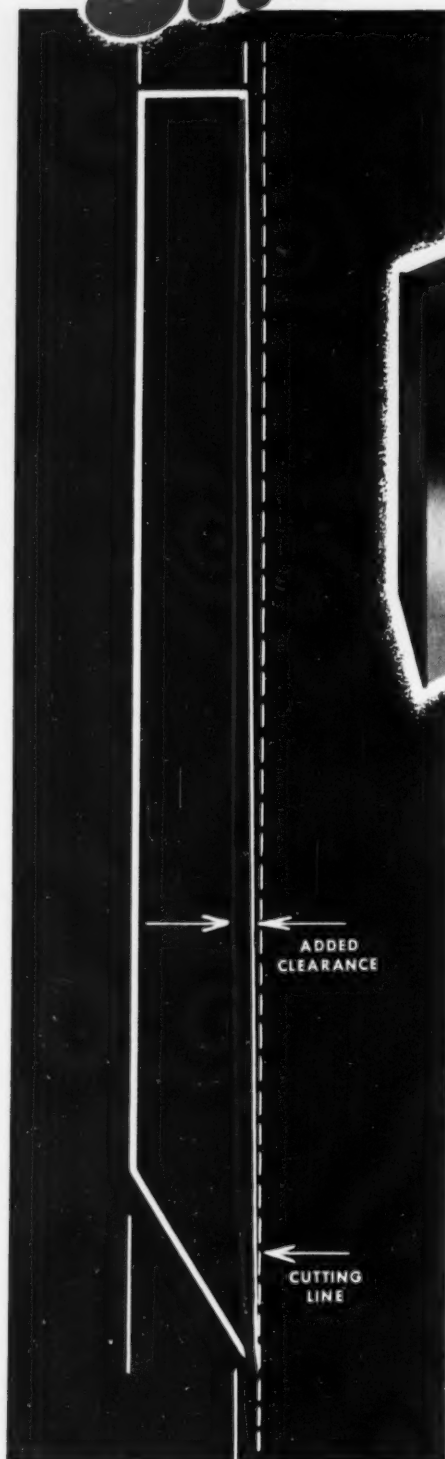
How Better Packaging Saves You Money

Paper that arrives torn or dirty means time wasted in reordering, labor wasted in extra handling, lower net profit on each job. Paper that hasn't been properly protected against moisture means poor press performance, loss of printing quality, dissatisfied customers. But most printers have found that these problems do not exist when they specify Kimberly-Clark paper. For each order is carefully packaged in shock-proof, moisture-proof cartons or cases, free of dirt and dust. Each skid is designed to be no larger than the paper so that it can be brought flush with the guide bars without transferring the entire load. And in all cases, the paper is packed to prevent the shifting that results in restacking at your shop. Consider these important facts next time you order paper.



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MERRILL I. LEVIE

Vice-President of Printers' Finishing & Mfg. Co. is one of the many executives who are so pleased with their Gold-Mine Baumfolders that they have written spontaneously to express appreciation!

The photo above shows a part of the All-BAUM-FOLDER-equipped Washington, D.C., plant of Printers Finishing Co. The production and profit results of the new Washington plant were so outstanding that the firm equipped the parent Baltimore, Md., plant as All-BAUM, too.

Since V-E Day 10,494 new all-buckle Gold-Mine Baumfolders have boosted profits for thousands of other plants. Hundreds have written us their appreciation.

The experience of Printers Finishing Co. is typical. Mr. Merrill I. Levie described it as follows:

"In 1949 we installed our first 30x46 Baumfolder and found set-up time reduced to a minimum and production exceeded our wildest dreams. When we opened our complete bindery in Washington in 1951 we naturally standardized, for 'profit' reasons, on Baumfolders of all sizes. The production and profit results of the All-BAUM Washington branch were so outstanding, we decided to make the parent-plant in Baltimore All-BAUM and ordered two carloads of Baumfolders, replacing other makes and you did a magnificent job of installing them over a week-end so we didn't lose a day's production."

/s/ MERRILL I. LEVIE

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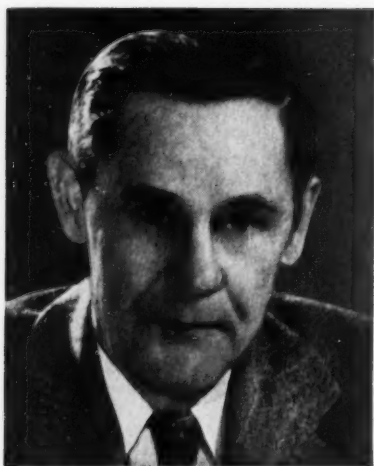
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PHILADELPHIA 6, PA.

What would you look for in a job cylinder press?



Thomas E. Dunwody, president of International Pressmen and Assistants' Union of North America, editor and manager of *The American Pressman*.

by Thomas E. Dunwody

WE WOULD LOOK for a press that produced the quality desired. This could be determined only after carefully analyzing the work in the plant, and other jobs that could be obtained. The desired quality may be high or low, or anywhere in between, but, first of all, the press would have to be capable of producing a quality that would satisfy the customer.

We would look for a press that would produce the greatest volume of work of the desired quality; a press that would do this at the lowest cost.

In determining the foregoing it is necessary to consider basic machine factors which have a direct relation to these fundamentals:

Impression. One of the first things we would try to determine is whether or not the machine has adequate impression to produce the specified quality classification. We might know something about this from personal experience, or obtain some of this information through observation or the experience of others. If possible, we would have the manufacturer

demonstrate the impression strength of the machine or make tests ourselves.

Inking. Is the inking of the press adequate for the quality required? This involves the number of rollers, the diameter of the rollers and the arrangement of the rollers and other inking parts. We would also consider the type of adjustments employed on the inking mechanism, especially for roller settings. We would observe the other inking parts. We would ask the manufacturer to make demonstrations and if possible make tests ourselves.

Sheet Control Parts. This perhaps is the most important factor related to production on any small printing press. To a very great extent, actual production is dependent upon the efficiency of the sheet control parts. By sheet control parts we mean everything on the press from the pile in the feeder to the printed pile of stock in the delivery that has anything to do with the control of the sheet. We would want to know about the ability of these sheet control parts to control stock and provide trouble-free operation, not only under normal conditions, but under troublesome conditions, such as bad cases of static electricity, or curled stocks. We would determine the number of adjustments necessary for changes of various kinds, sizes, and weights of stock, as well as stocks in varying conditions, such as wavy or curled stock. If possible, we would compare actual production with top press speed so far as sheet control is concerned and compare actual production on this ma-

chine with actual production on competitive machines in the same size range.

Speed. We would want to know the speed range of the press, and also the relation of actual production to top press speed for at least five general quality classifications as follows: troublesome, superior, good, medium and ordinary. If possible we would make a comparison of actual production between competitive machines of similar size on various work quality classifications.

Change-over Time. We would want to know the comparative change-over time for varying kinds, sizes and weights of stocks and various job quality classifications. This involves the number of changes, the tools required, and the time required in comparison with competitive presses. It also involves other considerations—troublesome mechanisms, for example, that require constant or frequent attention after a job is started.

Manning. Can competent operators be quickly trained if they are not already available? What are the manning requirements?

Cost. We would consider cost last and we find the industry in general doing this because the other factors must be determined or considered before cost means anything. We would want to know the total cost of the press installed, ready to run. We would want to know maintenance cost, replacement cost and operating cost.

It may be worthy of note, that at the Graphic Arts Exposition in Chicago in 1950, a survey of dozens of manufacturers indicated that the great majority of prospects determined first the ability of the machine to turn out high production of satisfactory quality at low cost, and only then looked at the price tag on the machine and asked for other operating, maintenance and replacement cost factors.

With different machines there are other items that deserve consideration. For example, we would want to know that the tripping mechanism was positive and trouble-free, but in these miscellaneous factors which vary to some extent on different presses, we would consider their performance along the same lines as those outlined above.

Here's how to apply Mr. Dunwody's suggestions to the next press you buy

Although he is not endorsing any particular make, Mr. Dunwody's checklist will be of real value in helping any printer to choose his next job cylinder press. All we ask is that you check ATF's new Little Giant against the points Mr. Dunwody has so thoroughly spelled out.

If you do, we believe you'll find the ATF Little Giant far ahead of any other press in its size range. It's the only job cylinder press, for example, with *three* rollers completely covering the form. It prints at a lower cost per thousand impressions than any of the others. It has the same superior impression strength as the famous Kellys, and re-

quires a minimum of adjustments for various stocks.

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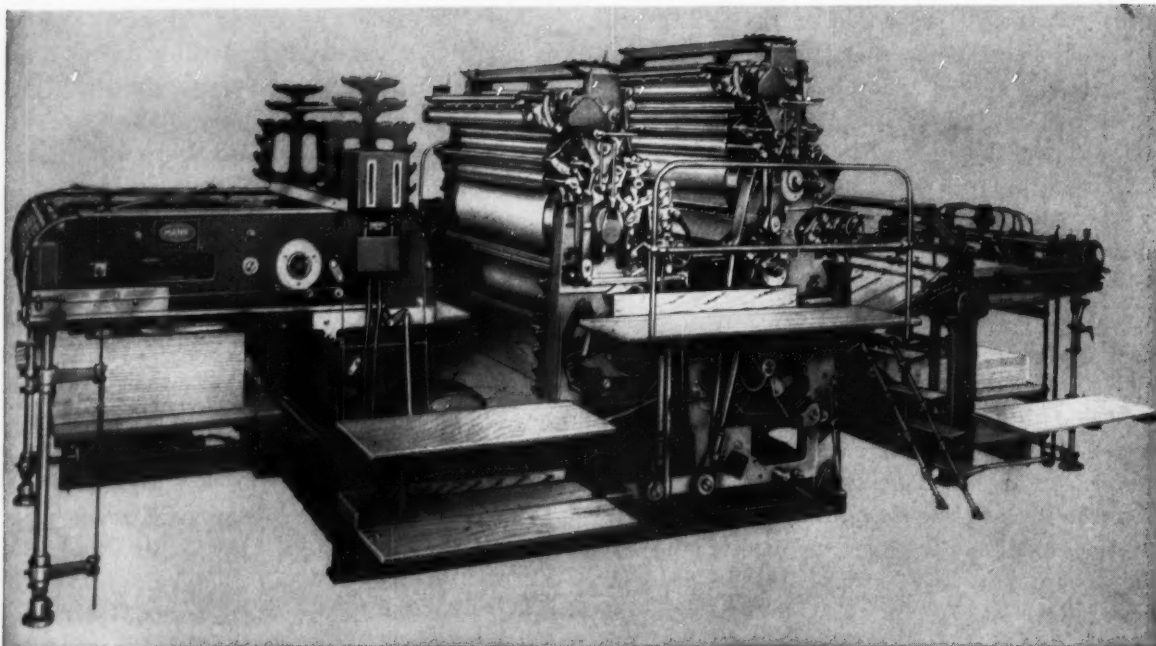
If you have any specific questions on the ATF Little Giant or would like to see it in action, call your nearest ATF branch office or write to American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.



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"Our ATF-Mann gives us top quality two-color register...even at top speeds"



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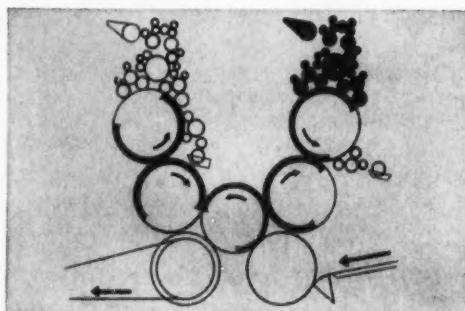
each sheet more time at the front guides for register—and eliminates any bumping of the feed edge of the sheet.

Second, the ATF-Mann's exclusive Swing Feed takes the sheet from the front guides at a dead standstill and smoothly accelerates it to the speed of impression cylinder. Swing Feed grippers do not release sheet until *after* the next set of grippers have closed on it and both sets of grippers have traveled $\frac{3}{8}$ of an inch.

Third, both color impressions are made while the sheet is positively held by a single set of grippers (see diagram at right). There is no transfer of the sheet between impressions.

Fourth, the massive, balanced, rigid construction of the ATF-Mann prevents vibration, deflection or distortion which would throw off register at high speeds.

This sustained register and other exclusive features of the ATF-Mann make the very finest lithographic reproduction possible even at high-production speeds. Write American Type Founders, a subsidiary of Daystrom, Inc., 200 Elmora Avenue, Elizabeth, New Jersey.



SUPERIOR INKING UNITS of the Mann two-color press are designed to give superb coverage, perfectly controlled. 26 rollers in each unit provide more square inches of ink breakup than any other press, size for size.

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Ask the man who owns a Mann—he'll tell you it pays to buy the finest

Type faces shown are: Bodonis, Spartans, Dom Casual, Alternate Gothic No. 2.

ATF

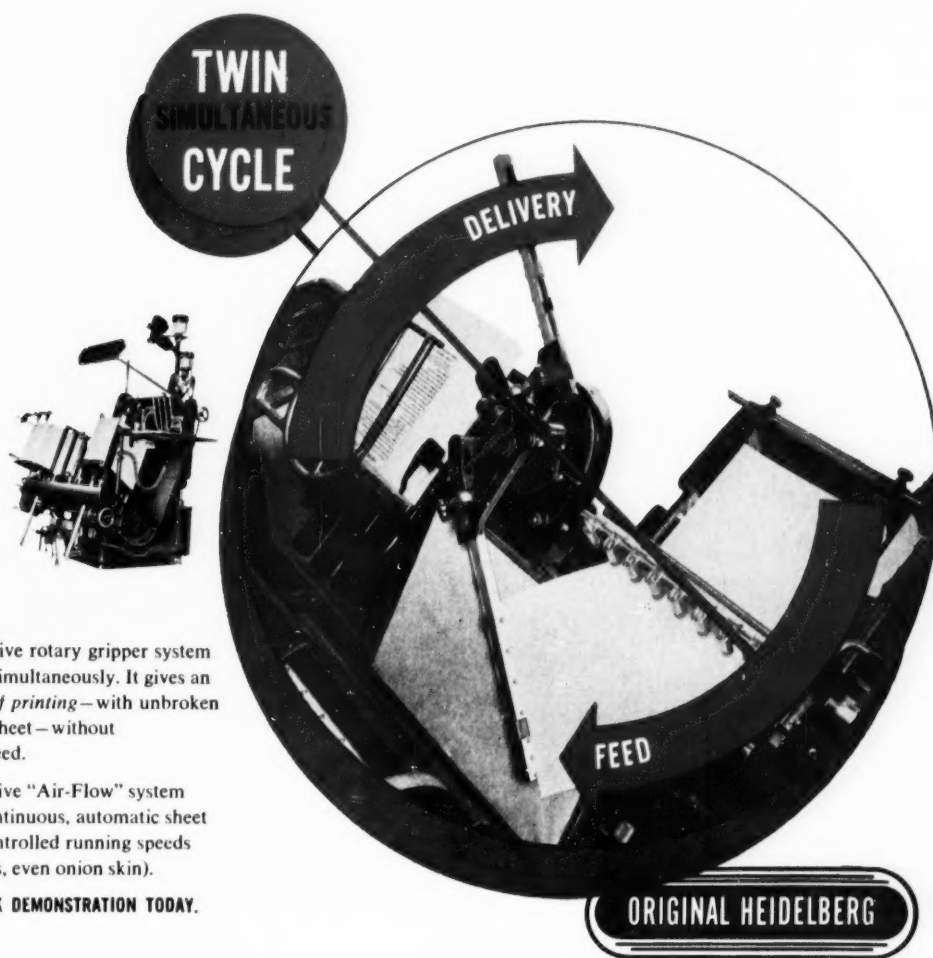
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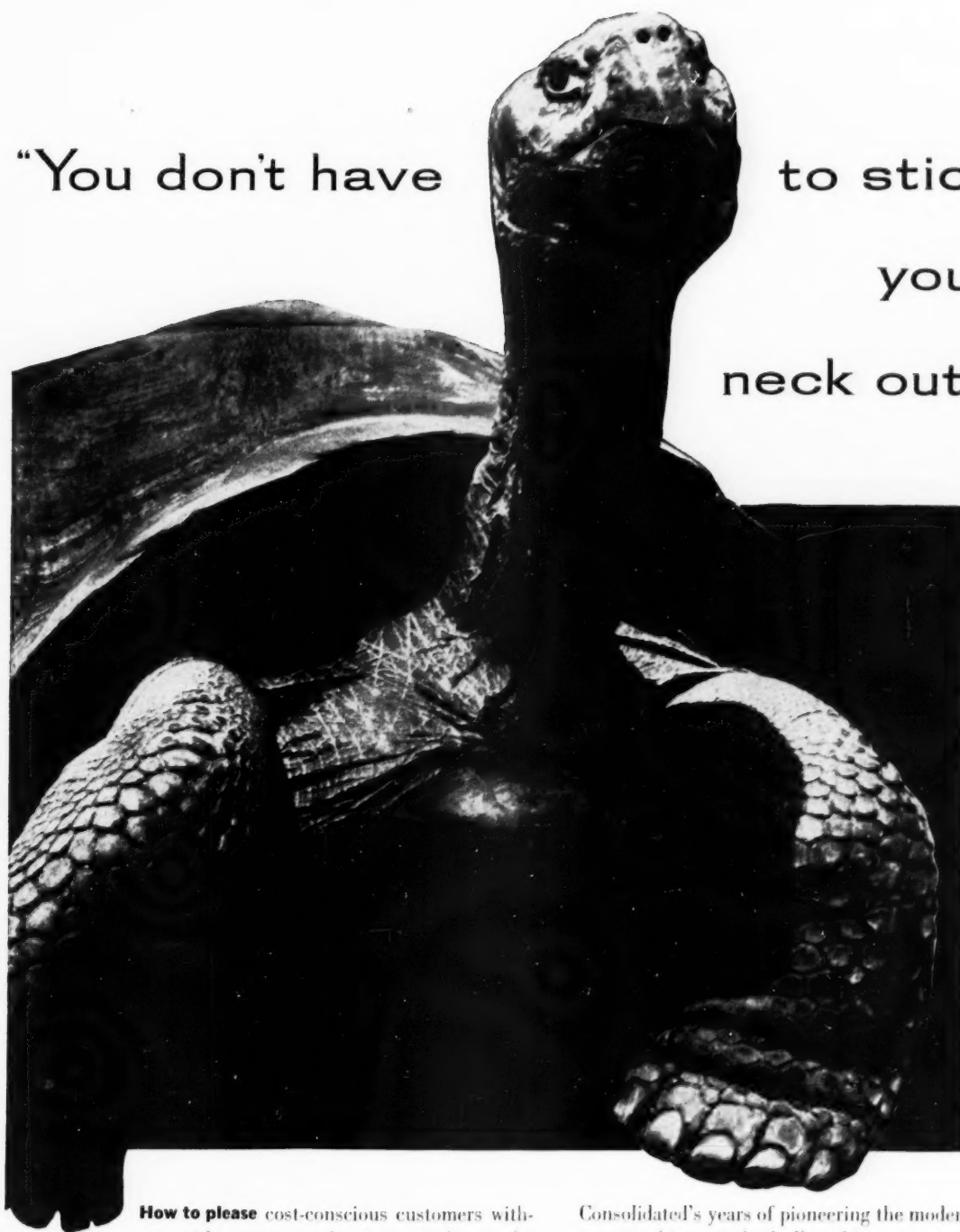
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Benjamin Franklin...

ONE OF THE GREATEST AMERICANS

Biographies of Benjamin Franklin usually list his occupations somewhat as follows: Philosopher, author, statesman, philanthropist, diplomat, journalist, printer, scientist, inventor and numerous others. We believe it would be more appropriate to say "Benjamin Franklin—one of the *Greatest Americans*" • Born in Boston on January 17, 1706, Benjamin was the fifteenth child of candlemaker Josiah Franklin. After two years of grammar school, writing and arithmetic, the ten-year-old lad worked as an apprentice in his father's shop. In 1718 he went to work in the new print shop of his half-brother James when his father wisely decided that Benjamin might run away to the sea unless he was allowed to engage in a more suitable trade • Printing was indeed a happier pursuit for the sturdy, bold youth and he progressed rapidly. He acquired his first journalistic experience soon after when his brother founded *The New England Courant*, America's fourth newspaper. In spite of the wonderful opportunity this position afforded Benjamin, he rebelled against James' severe treatment and in 1723 made the difficult journey to Philadelphia to seek a new start • The next few years were of vital importance in the moulding of Benjamin Franklin's character. Disappointing jobs in Philadelphia printing houses, unreliable friends and almost two experience-packed years in London influenced and tempered him in this formative period of his life. After his return to Philadelphia, he worked in a store until the owner died, then went back to the shop of a former employer and finally, in 1728, founded his own printing house in partnership with a friend, Hugh Meredith. The following year saw Franklin's first venture into journalism on his own. He bought the *Pennsylvania Gazette* and through his shrewd business ability and editorial skill, built it up into a profitable newspaper • Two important events occurred in Franklin's busy life in 1730—his marriage to Deborah Read and his appointment as public printer for Pennsylvania. Two years later, he began the publication of the celebrated *Poor Richard's Almanack*. Packed with wit and wisdom, the Almanack was issued continuously for 26 years and brought Franklin added fame and fortune. After some twenty

years in the printing business, he finally retired in 1749 so that he could devote his time to the scientific study which he loved so well and to public service which he felt was his duty • The remaining 41 years of Benjamin Franklin's life cover a period of activity that staggers the imagination! He became a member of the Pennsylvania Assembly in 1750 and was re-elected each year for fourteen years. In 1757, he went to the Court of King George III as representative of his colony and spent most of the ensuing 16 years in London. Back in America once more, Franklin became a member of Continental Congress and was elected Postmaster-General of the Colonies in 1775. The following year, he helped Thomas Jefferson draft the Declaration of Independence. Later, as envoy of the Continental Congress, he went to France, where his brilliance, charm and persuasiveness won French money and men to aid the Colonies in the Revolutionary War • Franklin remained in France for two years after the signing of the Treaty of Peace with England at Versailles in 1783. Returning to Philadelphia, he served as President of Pennsylvania and as delegate to the Constitutional Convention. Failing health finally forced the dynamic statesman to almost completely withdraw from his busy public life, and he died on April 17, 1790, after a short illness. • Any biography of Benjamin Franklin, be it brief or be it lengthy, is almost certain to be inadequate. However, in order to augment this nutshell account of the many-sided man, just a few of Franklin's other accomplishments are herewith set down: *He invented bi-focal spectacles, the lightning rod, a letter-copying press, the Franklin Stove and numerous other devices . . . he made the first mangle for ironing clothes . . . he was the first to suggest daylight saving . . . he introduced rhubarb to America . . . he was the virtual founder of the University of Pennsylvania . . . he pioneered in health education . . . he helped to establish a number of paper mills in the colonies . . . and others too numerous to mention!* • Benjamin Franklin would have been famous had he been only an author, or a statesman, or an inventor, or a scientist. Were he living today, he would be a great man. Yes, Benjamin Franklin was one of the *Greatest Americans*!

PRINTING WEEK

January 17-23

Sponsored by International Association of Printing House Craftsmen to honor

Benjamin Franklin

Born January 17, 1706

Died April 17, 1790



WHAT'S AHEAD for '54?

**1954 will be as good or better than 1953, graphic arts leaders predict, but
profit squeeze will catch printers not prepared with good production methods**

★ TO THE INLAND PRINTER's what's-around-the-new-year-corner questionnaire, sent without a magic crystal ball to a nation-wide cross-section of commercial printing executives, equipment manufacturers, suppliers and association leaders, one printer replied: "I did some bad guessing last year, so I'll pass up this opportunity to do some more." This cautious respondent was in a class practically all by himself. From other sources came opinions that 1954 printing business should be as good or better than last year, which compared well with 1952.

That applies, however, to volume. The earnings part of the picture, as usual, shows no sparkling highlights. "The net profit squeeze will continue" runs through the replies like a refrain. Variations range from "we doubt that profit can be squeezed further without drastic effects" to the suggestive comment that "the squeeze will be felt by printers who have not modernized their equipment and taken all other steps to improve production efficiency."

There is general opinion that Eisenhower Administration policies, so far as they have been spelled out in practical form, have strengthened the American economy. Further development of policies designed to improve the climate for free enterprise is awaited with confidence that they will benefit the printing industry. Said one respondent: "The Administration, beset by defense problems, compelled to exert every effort towards peace, will accomplish a great deal more if more peaceful world conditions develop."

Signs of business recession, seen in some areas but not apparent in others, are appraised as indicating a readjustment period rather than as a forerunner of a serious depression. The downtrend is called slight and affects only a few lines, such as automobile sales. Evidences of such declines include over-production piling up inventories.

Respondents in general recognize the need for balancing the national budget and keeping the national debt within the statutory limit. How these objectives can be attained despite tax relief estimated as reducing Government income by about 5½ billion is seen as a tough problem

Compiled and Edited

By Hal Allen

Eastern Editor, *The Inland Printer*

for whose solution further and drastic Federal economies are recommended.

January 1 expiration of the excess profits tax was welcomed as enabling managements to retain larger proportions of earnings for equipment replacement and other business development purposes. One printing executive puts it this way: "Tax reductions should eventually mean more business, more jobs, better long-term planning. There has been too little opportunity to build reserves or finance development" of new facilities.

The 1951 increase of about 11 per cent in most individual income taxes also ex-

pired January 1. Regular corporation taxes, now 30 per cent on the first \$25,000 of earnings and 52 per cent on the rest, are due for April 1st reductions to 25 and 47 per cent, respectively, but it is expected that the Administration may find it advisable to cancel these reductions.

Imposing a national retail sales tax or a manufacturers' tax to take up the slack caused by reducing taxes is both favored and opposed. A printer in a state that has had a sales tax for many years has become used to it and "it doesn't affect our business much." Another view is that either type of tax would largely nullify the benefits that should accrue from letting the excess profits tax die and reducing income and corporation taxes.

The prospect of sharply increased postal rates prompted unfavorable reaction in many instances, such as "substantial boosts would hurt many lines, printing and publishing most of all," and "the higher third-class rates would do us serious harm, although we'd go along with rate changes in line with accurate cost accounting giving proper weight to Post Office Department costs and services, necessary for the national welfare, which should be paid for as such."

The list of difficult problems facing commercial printers includes that perennial entry, improving net profit, plus shortage of skilled help; getting boys as beginners so other workers can be promoted to apprenticeships; the ever-increasing labor costs; bad union leadership destroying incentive for members to do good work; overtime costs; how to expand volume; cost control; getting prices that cover all costs; competition that makes no effort to get such prices; lack of sales help and spirit.

More aggressive selling plus new and faster equipment boosted one plant's volume 25 per cent last year. New departments and specialties reaped larger sales for another. Suggested for solving the cost control problem are more efficient planning, production and cost accounting, and giving department managers and foremen adequate information so each may sharpen his own efficiency. In-plant training is becoming more common. Some

Must Really Sell in '54

James J. Rudisill, head of Rudisill & Co., Inc., and president of The Printing Industry of America, Inc., believes that "good business is ahead of us for 1954—if we sell rather than just quote and take orders; if Congress acts with sound common sense; if labor laws are strengthened to give greatest benefit to the maximum number of people; and if the printing industry, both management and labor, sticks together."

It is possible, says Mr. Rudisill, for the future to hold unparalleled development and prosperity for the printing industry, but "the major problem just ahead is good selling methods and organization. We must sell now as never before." Proposed tax reductions should be made, "thus relieving the tax burden for small business and allowing common-sense depreciation schedules." In general, for his company and for the printing industry in his community, Mr. Rudisill thinks 1954 business prospects are excellent.

Lack of Sales Help and Spirit Handicaps New York

Frederick W. Schmidt, Frederick W. Schmidt, Inc.: His letterpress, offset lithography and typography business last year was about the same as for 1952. "The new year will justify our hopes," he said. "The profit question will always be present in good times or bad. Most difficult problem? Lack of sales help and spirit. No solution yet."

"There seem to be signs of reduced backlogs in various places, and more cautious buying, which may tend toward a healthier economy. Tax expiration and lowering should not affect business to any great degree. Business might benefit, providing labor does not claim more than its share. It will be necessary to balance the national budget and stay within the national

debt limit. Everybody else's business must do just that."

"Since a national retail sales or manufacturers' tax would affect everybody, they should not make much difference except the employment of more tax collection help at the expense of business. That would nullify benefits from letting the excess profits tax expire and reducing income and corporation taxes. Sharply higher postal rates would definitely affect printing, publishing, allied and many other lines. Any increase should be held to a minimum. I don't care for subsidization, but with reference to postal service I would almost be ready to change my mind. In any event, we'll have to pay for the service one way or the other."

managements believe more young men would take apprentice training if the period were cut from six to four years. There are clear signs that educational and training programs will receive increasing attention and support from printers throughout the country during 1954.

Like the printer who passed up the doubtful privilege of lengthening his string of bad guesses, a Florida plant executive was in a class all by himself. He reported: "No difficult problems."

St. Petersburg, Florida

Ben Granger, vice-president and general manager, St. Petersburg Printing Co., Inc., reported "no difficult business problems at present, thank the Lord." Year-end general business conditions in his area were about the same as in the 1952 period. His company had a better year, with which the 1954 outlook compared favorably, but a retail sales tax and higher postal rates would be quite a handicap. Tax reductions would be a great benefit. "The only way to stop excessive Government spending," said Mr. Granger, "is not to provide the funds."

Chicago, Illinois

Paul C. Clovis, Twentieth Century Press: Business better last year and the 1954 outlook is good, but with no let-up in the profit squeeze, and with rising labor costs as the most difficult problem. National Administration policies have strengthened the economy. There is some over-production and inventory piling up. Tax reductions should be made as planned and would benefit his business.

Dallas, Texas

Roy Cowan, president, Southwest Printing Co.: "The national economy is stronger. Hard facts of thrift, money, management, progressive sales expansion policies are back. Get-rich-quick thinking is knocked in the head for keeps (I hope)." He sees automobile, home appliance and television business on the downgrade; for rent signs at undesirable spots formerly occupied by stores managed by those who thought going into

business was a good idea; successful stores moving to better locations. "Some small printers have flopped. It's this fringe that seems to be getting hurt."

Planned tax reductions should be made. They would give his business more expansion money. Retail sales or manufacturers' tax would not affect his business. Higher postal rates might tend to decentralize direct mail distribution and help Southwestern printing business.

Plant tooling for producing four-color offset lithography increased his 1953 busi-

Greenwich, Connecticut

Joseph Chanko, general manager, the Condé Nast Press: "National Administration policies have definitely strengthened the economy because realism and honesty have been introduced. Long-range, intelligent economies are being made which will be effective in the near future. Waste is being eliminated to a great extent, bureaucracy is being reduced, and the States are being given an opportunity to operate as they should."

"I see no recession signs. My feeling is that both our business and our community will fare slightly better in 1954. Our business will not be affected by what happens to the excess profits tax, since we haven't any. Planned tax reductions should be made as tokens of economies to come as well as those already effected. The business of our parent company, Condé Nast Publications, will be affected by sharp increases in postal rates. Our costs are already too high, due to labor, materials and postal increases. Our volume last year was up slightly, profit down somewhat, due to the foregoing causes."

"Perhaps the most difficult business problem is obtaining boys as beginners to enable us to promote others to apprenticeships."

ness slightly more than 25 per cent "after 32 years in business," and 1954 business will be better. "Progressive printers in Dallas will increase their volume. Competition will be more acute. Profit squeeze will be felt by printers who have not modernized their equipment. We are preparing 1954 budgets on a bigger basis than ever. Biggest problem is achieving business expansion through more advertising, more personal contacts."

San Francisco, California

Raymond J. Rath, Stark-Rath Printing and Publishing Co.: "The policy of taking government out of business and easing government interference with business has greatly strengthened the prospect of a return to complete free enterprise."

"There may be over-production in some lines, but I would consider it negligible. Our community has not shown any serious unemployment problem. People still have money to spend and are buying products they want and need."

"Expiration of the excess profits tax plus income tax reduction will stimulate business throughout the country. These steps will mean that the government spending orgy has come to an end and that the Administration means to curb further depreciation of the dollar. The national budget can still be balanced through proper control of government spending. Any new taxes plus higher postal rates would adversely affect the outlook."

"Our business last year showed an improvement over 1952, attributable to returning confidence on the part of private enterprise. I do not look upon 1954 business prospects with a pessimistic eye. With reduced government spending some recession or period of adjustment may occur, but I am convinced that we are not due for any such major depression as we experienced after World War I."

"Shortage of trained labor is our most difficult problem. Entirely too few young men are entering apprentice training. I believe the problem will be solved if and when the apprentice training period is modified from six to four years."

St. Paul, Minnesota

Reuel D. Harmon, president, Webb Publishing Co. Printing Division: "Administration policies have strengthened the nation's economy because they are aimed at reversing the drift toward Socialism and encouraging industrial expansion. No general recession signs in our area. Employment is up, business is good, with exceptions such as slow automobile sales, particularly used cars."

"Tax relief will enable our company to retain a greater proportion of earnings for replacing obsolete equipment and buying more equipment needed for expansion. Personal income tax reduction should ease the pressure for higher wages, which will then be reflected in our hour costs. Tax reductions will contribute materially to an expanded economy, the only way that the national budget can be balanced after eliminating every bit of unnecessary spending."

"Retail sales or manufacturers' taxes would not affect us adversely. We already know that higher postal rates reduce

mailed printing volume. Any further increase would reduce that volume again.

"Shifting from straight commercial printing to long-run repetitive publication printing raised our 1953 business above 1952. We look forward to 1954 with confidence and feel that the printing industry in our community will have a satisfactory year despite a more difficult competitive situation. We do not foresee any easing of the profit squeeze.

"We are trying to solve our biggest problem—cost control—through more efficient planning, production and cost accounting, and by giving department managers and foremen adequate information so that each may improve his efficiency."

Buffalo, New York

Franklin B. Rogger, Everybody's Publishing Co., sees constructive action strengthening the national economy, but recession signs such as orders falling off. Tax relief would have plus results if business used the savings to stimulate new jobs. As to budget balancing, he rates adequate national defense as more important than financial matters. Retail sales tax, manufacturers' tax or postal rate boosts

Louisville, Kentucky

Harold W. Braun, executive vice-president, Fetter Printing Co., reported that the 1954 outlook for his company is at least as favorable as 1953, when a better job of selling creative printing raised volume ten per cent above 1952. There appears to be no let-up in the profit squeeze. For solving its most difficult problem—increasing volume—the company is starting a specialty line and continuing to bear down on creative selling. There are no recession signs in Louisville, and the community is growing as never before.

"Under the Eisenhower Administration," wrote Mr. Braun, "the economy has been strengthened by steps permitting business to operate under less restrictions and in an atmosphere not continually hostile. The excess profits tax, unfair and uneconomical, should expire. Our company will be able to grow better and faster on the money we have had to pay for excess profits taxes. Our customers will be more interested in the growth of their business when they can keep part of their profits. That should expand the advertising printing part of our business. We would agree to changing corporation taxes if the change were part of an over-all change in the tax structure. We would not object to a retail sales or manufacturers' tax. Higher third-class mail rates would do us serious harm. We would go along with a postal rate change in line with accurate cost accounting giving proper weight to post office costs and services necessary for the national welfare that should be paid for as such."

Mild Readjustment in Los Angeles May Cut '54 Sales

Ralph S. Sheperd, Bryan-Brandenburg Co.: "Someone had to change the course of our national policy. The turn has started with steps toward realistic budgets, decreasing the number of government employees, lessening government hostility toward business. Out here we're feeling a mild recession in some lines. Inventories are piling up only in a limited number of items. Our area has too much development in diverse fields to allow sharp declines.

"Tax reductions should eventually mean more business, more jobs, better long-term planning. In recent years there has been too little opportunity to build reserves or finance development. Equipment has been over-burdened to handle large volume. Taxes have made it impossible to expand or replace equipment, or to expend risk capital. Greatly increased labor and materials costs had to come largely from profits.

"Balancing the budget is important, but the practical view demands tax reductions first, and for one reason—if they haven't got it, they can't spend it without increasing the national debt. Good politics requires some showing toward debt stability or reduction. A national sales or manufacturers' tax would increase the high cost of accounting for the tax collectors. Sharply higher postal rates would hurt everybody in the graphic arts field.

"Our business volume last year was slightly higher than for 1952. Profits after taxes were slightly lower. Volume gain was due to a better market and despite keener competition. Year-end indications were that our 1954 business will be noticeably below 1953. I foresee a definite increase for our community as a whole. A sharper trend to price cutting points to tightening of the profits squeeze."

would be very bad for his business, which was not good last year (too heavy investment in new equipment and fixtures). He expects a poor 1954 "because of excess production capacity in the field of quantity printing."

Biggest problem? "Unions and more unions, accepting no responsibilities, destroying all incentive for members to do good work."

Columbus, Ohio

Robert G. Kelley, president of the Columbus Bank Note Co., lithographers, believes that the Administration has strengthened business confidence with a sounder money policy. He sees some slight recession signs, particularly in Columbus heavy industry, but feels that it will be confined "to those companies that have been too highly specialized or remiss in their sales and advertising efforts over the past ten years."

Projected tax reductions should be made. The excess profits tax has been unfair, "particularly in our own business, and many loose business practices will be much tightened when the tax expires. Sharply increased postal rates would hurt our business very much, but I don't know how a retail sales or manufacturers' tax would affect it.

"More aggressive selling plus purchase of new and faster machinery boosted business 25 per cent last year. We expect at least another 10 per cent rise in 1954, and I believe this should be true for at least the lithographers in this community.

"We are setting our sights on a three per cent improvement in 1954 profit before taxes. All of our methods and management changes last year were aimed at bearing down the minute the excess profits tax is removed, and thus improving our net profit.

"Our biggest problem, and for all printers, I believe, is actual working cash available after purchasing tremendously high-priced printing equipment. Next

worst problem is obtaining skilled help and getting the most out of it in these low working hour days."

Western New York

The president of a Western New York printing enterprise, with 1953 volume and profits up, expects a good 1954, although it may be hard to show further increases and to get satisfactory help. He sees signs of general business readjustment, but evidence of "confident and intelligent approach to the problem by smart operators." A five or ten per cent volume decline would result in a profitable 1954, and many businesses will show no decline.

Tax savings would encourage expansion, which would eventually improve volume. The promise to reduce taxes was made to the people and should be kept. Government economies should be pursued continually to reduce the budget.

Postal rate increases would temporarily affect this printer's business, "but given time, American ingenuity will find a way out." He believes that if the Post Office Department were turned over to private enterprise, rates would be reduced. He would prefer a manufacturers' tax rather than a retail sales levy.

Eastern Pennsylvania

Commenting on the effect of Administration policies, the executive vice-president of a Pennsylvania commercial printing company wrote: "You can't say that a dose of castor oil strengthens the patient. He feels worse before he feels better. I'm afraid that's the way with business at present. I do think the Administration is moving to prevent a sharp recession. Curtailment of defense and other Government expenses is deflationary because it throws people out of jobs. The unfortunate part of it is that they should have been thrown out long ago.

"Our 1953 business was ahead of 1952 and we anticipate 1954 business about the

'53 Good But Profit Squeeze Drastic in Minneapolis

Felton Colwell, president of the Colwell Press: "The American economy has been strengthened by the national administration's consciousness of the need for careful appraisal and efficient operation of government agencies; better understanding of the problems of excessive taxation hampering the vitality of free enterprise; selection of leaders qualified by experience for their new public responsibilities; appreciation of the strength of 'the American way'; willingness to take a stand on those union activities that are not in the public interest; leadership conspicuous in the honest effort to solve problems."

"In a readjusting economy there are many cases of unbalanced production and inventories. With present general income levels we can expect recessions and realignment, but there's no cause for pessimism but rather for optimism when there are planned, energetic programs for building business."

"The greater the tax, the more difficult the hurdle for small business. Any easing of handicaps speeds the ability to grow. Printing and small business in general need tax relief. Crippling business enterprise by a ham-stringing

tax structure will not insure high returns. A national retail sales tax would cripple state and municipal tax structures. Substantial postal rate increases would injure many businesses. Most hurt would be printing and publishing enterprises."

"Our business last year was sounder and greater than in 1952. Personnel and equipment improvements were partially responsible. New departments and specialties reaped larger returns. We've never had a better backlog of orders. Price buying is more prominent, but quality color customers are buying lots of printing. The profit squeeze, however, is drastic."

"Gaining steady, even employment through the year is one problem. We try to fill out with contract jobs run during low periods. Growing firms need more trained people. We have a training program for advancement from within. The tax structure and new equipment purchases make it especially hard to keep a sensible working capital in a close corporation. Solution—don't buy so much equipment, and make more profit. Easier said than done."

same as 1953. There are some signs of recession in our area, but our steel industry friends look forward to a good first quarter this year.

"Unless taxes are reduced, however, private enterprise is doomed. Expiration of the excess profits tax, and income tax reduction, will affect us favorably. We are much concerned both with the total tax liability we have incurred and with the fact that we must pay 45 per cent of it on March 15."

"We want the national budget balanced and the national debt reduced. Maybe that is impossible. But we recall that lowering corporation and personal income taxes during the Coolidge Administration resulted in payment of more tax dollars. I believe that will happen again if given a chance to operate."

New York City

Harold A. Moore, sales manager of the Eastern Color Printing Co., notes that his answers are based on his company's type of business — color printing newsprint comics and magazine supplements, comic magazines and circulars, printing covers and binding magazines. Taking controls off business has been the biggest factor in strengthening the economy. But he sees "definite signs of moderate recession on every hand, reflected in the printing business, where production has outrun demand, and little future planning can be done until the inventory picture becomes clarified."

His company's business was expanding before the excess profits tax came along. Since then it has never been able to take full advantage of profits which should have been reinvested in the business. Ex-

cess profits and corporation tax relief can be very helpful to future planning, especially for small business. So the relief should be provided as planned, because "it's time the Government considered balancing the national budget and keeping the national debt within statutory limits by reducing expenditures. Businesses have to operate on an efficient pay-as-you go basis and it's time that Government instituted very strict business procedures."

Due to over-production facilities in the company's line of printing, and new plants opened during the year, 1953 business did not compare with 1952, and the outlook for 1954 indicates a falling off. No profit squeeze easing is foreseen—"we doubt that profit in our line can be squeezed further without disastrous effects." For solving the general over-production and profit problems the company is depending upon increased efficiency of modern equipment, improved labor-management relationships, and better return from labor.

Chicago

Lloyd F. Neely, president, Neely Printing Co., Inc., Chicago, feels that Administration policies have bolstered the national economy to a moderate extent. He would like to see continuing and more intensive efforts toward "making ends meet," and a stronger effort to balance the budget "so that proposed tax reductions will not affect our economy adversely."

Mr. Neely does not expect that tax reductions would have a very extensive effect on his company's 1954 business volume. "A national retail sales tax would not be advantageous to our industry," he adds. "Once established, such a tax would

be a permanent added burden on American business. Increased postal rates would have an adverse effect on the volume of printing used."

"Our business last year showed an increase, in keeping with our expectations, based on long-time planning. For 1954 we plan a more aggressive sales program, which we hope will enable us to keep up to 1953 volume and possibly show some increase. Our most difficult problem is to maintain a complete staff of skilled workers despite production volume hills and valleys."

Cincinnati, Ohio

L. A. Braverman, Fleuron Press: "The economy is stronger. No recession signs. Excess profits, income and corporation tax relief would help our business, should be provided as planned, and Federal Government expenditures should be further reduced. Neither a retail sales nor a manufacturers' tax would affect our business. I foresee no easing of the profit squeeze."

New York City

Frank Commanday, Commanday-Roth Co., Inc., New York City, thinks it is too early to evaluate Administration policies with regard to the national economy. He believes that "a great deal more will be accomplished if a more peaceful world climate develops. The Administration is beset by defense problems, and compelled to exert every effort toward peace. It is natural to suppose that these diversions will somewhat hinder more rapid improvement of our economy. But I am hopeful."

"I see no signs of immediate recession in our community. The garment industry, largest in the city, has been hard hit by mild weather and the reluctance of buyers to spend money for wearing apparel. Business is at a fairly high level in other lines."

Finds Personnel Tough Problem

Howard N. King, York, Pa., president, International Association of Printing House Craftsmen, reports that in his locality business in all fields has been spotty, but he feels there is nothing basically wrong—"I don't think we should cry until we are hurt, and I don't think we will be hurt this year." To provide a solid base for the economy, the national budget should be balanced, Mr. King feels, but "I sometimes wonder if many of us will be alive to see this accomplished."

As for the immediate future, "the most difficult problem to face our industry today is finding personnel who will take a genuine interest in their particular jobs and who will strive to improve themselves day and night in their chosen profession. Too many individuals have a 'don't-give-a-damn' attitude because they feel they have protection. Because of this, printing prices continue to soar and profits continue to lessen to a certain degree."

"Expiration of the excess profits tax and reduced income taxes would benefit corporations and individuals, and increase profit for distribution to investors. But I believe taxes should not be lowered until the budget is balanced. I also think that the national debt should be reduced. How that can be done by dropping the excess profits tax and reducing income taxes is still a problem. A national sales tax would be a boomerang. Hidden taxes are as much a deterrent to good business as direct taxes. A manufacturers' tax, only a substitute for present levies, would be harmful to our business.

"Unless there is more efficient operation of the Post Office Department, mailing rate increases are almost inevitable. Eliminating politics would be a great step toward improving efficiency.

"Our business last year was larger than 1952, despite more severe competition. We increased business by heavier hammering at sales. Barring unforeseen developments, 1954 should be a good year.

"The profit squeeze will continue. Labor demands will probably be greater. Printing costs are so high that it is foolhardy to consider passing the increases along to buyers. That, together with the lessening of production, makes it difficult to maintain a profit commensurate with the investment."

Graphic Arts Association Leaders See Economic Adjustment Coming

★ W. H. Walters, President of the Lithographers National Association:

"Whether Administration policies have strengthened the economy can be answered more intelligently some years in the future. American business men face not only an unusual obligation but an opportunity. Our success or failure as a nation to provide world leadership will depend in no small degree on the extent to which business and industrial leaders give of their energy and ability, at local, state and national levels, not only with respect to Government, but in all aspects of public life and sound industry planning. It was in this spirit that LNA's June convention was devoted to the theme of management's responsibility under the free enterprise system.

"Versatility of the lithographic process, wide distribution of plants and the high degree of specialization in many cases make it difficult to draw broad generalizations concerning trends. In my opinion, unit volume (sheets produced) last year showed, on average, an increase, with which dollar volume did not keep

pace. Direct and indirect labor costs moved up steadily, and there was an advancing trend in costs of raw materials, processing supplies and equipment. It is probable that sharper competition and stiffer customer resistance to higher prices for covering increased costs will continue.

"Strong emphasis has been placed on the necessity of reducing costs as much and as rapidly as possible through every means at our disposal. The industry is fortunate in having available the results of Lithographic Technical Foundation research, made possible by continued and wider support from the industry. LNA is stepping up its direct member service. Studies already published and field consultation and projects in the development stage will disseminate sound and practical facts and information of direct value for reducing costs and increasing efficiency of operations all along the line.

"The lithographic industry's number one problem, in my opinion, is labor relations, meaning the whole human side of business, with great stress on the importance of welding plant, office and management personnel into an efficient team. Right men in the right places, working together under intelligent and dynamic leadership, is an unbeatable combination. In the keenly competitive situation in which we find ourselves, the very survival of a business may well rest on how soundly this problem is solved.

"LNA believes in stimulating business through industry-wide promotion. Four years ago we undertook the responsibility of effectively promoting lithography as a leading printing process through an annual Lithographic Awards Competition, which requires full cooperation and support of member lithographers and their suppliers, together with a substantial investment of association funds. This program carries direct to more than 30,000 leading buyers information on how lithography can solve many of their printing problems. Evaluating fully this type of cooperative activity is difficult, but it seems apparent that it has been responsible for substantially widening the market for lithographic products.

"I believe that, with full recognition of the problems that face us and a fixed determination to find their solutions, lithographers can face 1954 with confidence. There are no clear signs of recession in lithographic volume. However, if general business declines moderately, the competitive selling situation might well result in even larger expenditures for lithographic packaging, advertising and sales promotion material."

E. J. Triebe, president, Research and Engineering Council of the Graphic Arts Industry, Inc., and vice-president, Kingsport Press, Kingsport, Tenn., wrote that the economy has been strengthened by the Eisenhower Administration because "the wastefulness and debilitation caused by prolonged government frenzy, chaos

Printing Picture Good in New Orleans and Deep South

H. N. Cornay, Press of H. N. Cornay: "The Administration hasn't gotten off the ground as well as it should, but with the level-headedness of the President we can count on the entire economy being strengthened in the future.

"No sign of recession to speak of in the Deep South and New Orleans particularly. Year-end retail sales ahead of 1952, inventories at one of the lowest points in our history. A few spots where things are running a little behind, but by and large the whole picture is good.

"Balancing the national budget is important, but to keep prepared for meeting world situations we have to spend more than we take in for a few years, however distasteful that may be. But some tax reduction promises should be fulfilled. The excess profits tax ought to die because it is not a sound basis of taxation. But much as tax reductions are desirable, I feel that the Administration will not be able to put into effect some of those that have been planned and promised.

"I'm inclined to favor a manufacturers' tax on a good many commodities. Louisiana has had sales taxes for 20 years, so we're used to them, and they don't affect us too much. I'm against higher postal rates because, with all the give-away programs the government goes into in other things, it is not too important that they earn a profit on postal service to the people. A postal deficit is no worse than that

of other subsidies which sections of the people get one way or another.

"Our 1953 volume was about the same as 1952. Profits were considerably smaller. Early spring volume slacked off while people tried to talk themselves into a bad time. Extensive reorganization of our sales department handicapped us, and a definite softening of prices made it still harder to earn a profit.

"For 1954 we have set quotas for at least a 25 per cent volume increase, and we have a 75-day backlog of orders. Our outlook is extremely good. As more and more people become afraid of a recession they will spend more money on advertising and promotion. Over-all printing volume in our area should continue to increase, except for small job shops, which are extremely hard hit by private plant competition. I foresee no easing of the profit squeeze. There's no indication that prices are going to strengthen, so it will be up to the most efficient plants, as always, to earn profits through better production.

"Sales department reorganization was our most difficult problem last year. We have greatly increased our selling capacity, broadened our territories and are working them more extensively. Biggest problem now is getting a price that covers cost. In our section there's almost no effort to get such a price, and very little real knowledge of what cost involves. Prices by and large are roughly at 1949 levels."

and stacked emergencies are being lessened, and because the public is becoming progressively better educated in regard to the true relationships and mutual responsibilities between labor, capital and management which must exist and flourish if our kind of society is to endure.

"Since the Council is solely concerned with research and engineering coordination and progress, it must embrace the logic that recessions are avoidable through constant search for better methods and processes. That this is not mere wishful thinking is proved by what has already been accomplished, and by our plans for the future.

"The primary problem facing all graphic arts branches is the lack of a common neutral meeting ground for all segments interested in a given problem. The Council now provides such a meeting ground through its committees and conferences, and through its memberships embracing all segments of the graphic arts. Since the Council is solely concerned with research and engineering, we have no knowledge of the profit-wise status of any of our members. We studiously avoid being involved in such matters as sales, profits, labor, etc. These are ably covered by the many fine trade associations throughout the graphic arts."

Stanley R. Snider, president, Screen Process Printing Association, International, sees signs not of a recession, but a leveling off, and in general business rather than among association members. "Sales in many lines are down, but screen process printing is still increasing," he reports. "The majority of our members are producing advertising units, and no drop is expected in advertising budgets, even though advertisers' sales level off. However, a general recession could lower the demand for our industry's products, and forward-looking screen process printers are striving for greater production efficiency to combat this eventuality.

"SPPA officers feel that the 1954 outlook for our branch of the graphic arts industry is very encouraging. I believe that the average profit percentage for our members last year was better than it was in 1952. We have some special problems, not economic but relating to production. Our research or technical committee determines what is most needed, then directs each problem to the technical source best fitted to provide answers.

"Screen process printing, still relatively new, is certainly the fastest growing branch of the graphic arts. For stimulating business our association should stress education of prospective customers in the multiple uses of our process."

Frank M. Sherman, executive director, International Typographic Composition Association, Philadelphia, believes that Administration policies have strengthened the economy by creating greater confidence in national government procedures. He rates the outlook for 1954 as good, with business volume approximately the same as during 1953. His answer to the question whether tax reductions should be made as planned was an un-

qualified yes. "Greater sales effort and increased use of advertising should stimulate the commercial typesetting business," said Mr. Sherman. "I have no figures for determining the profit percentage made by ITCA members last year."

Elmer G. Voigt, president, Education Council of the Graphic Arts Industry, Inc.: "Education and training programs for the printing industry will receive increasing attention and support by printers all over the country during 1954. No longer can our industry view with complacency the lack of well-trained young people in our plants. A positive, integrated, comprehensive system of graphic arts education and training in schools and printing plants is the program of the Education Council. The ever-growing Council membership during 1953 augurs well for real progress in achieving many of our specific objectives during 1954."

L. W. Hraback, president, National Association of Printing Ink Makers, Inc., reports that the printing ink industry does not see signs of serious recession: "The economy has been inflated so long that any levelling off would appear as depression to certain groups. For the first time in 21 years we are witnessing Government

Competition Keen in '54

William M. Winship, president of the Lithographic Technical Foundation, and general manager, Brett Lithographing Co., Long Island City, N.Y., pointed out that "the Foundation—not a trade association but an institution carrying on research and educational work for the lithographic industry—has no concrete facts to substantiate any business forecast." His discussions with those who support LTF indicated that, "while competition is getting keener, we will do well in 1954. There seems to be a trend toward more production of printing by the lithographic process, and we feel this will continue.

"Management's constant plea is for more highly skilled and better trained journeymen. The Foundation publishes text materials each year. Of the ten publications brought out in 1953, I think the most important is the *Chemistry of Lithography* handbook. LTF does not have any direct approach to the stimulation of business other than its research to lower costs and improve the quality of the lithographic process."

Mr. Winship believes Administration policies have strengthened the American economy, "because they are making a genuine effort to reduce government costs, approaching it from a business as well as a political standpoint. I believe they are making a real effort to stop the trend toward Socialism."

efforts to eliminate wasteful spending and duplication of effort; to balance the budget; to take the Government out of competition with private enterprise; and to reduce subsidization of business. All this has strengthened the economy.

"The 1954 outlook is optimistic. Constant increases in population demand more supplies of every conceivable commodity. Greater advertising and packaging requirements for the growing market will directly affect the printing ink industry.

"Captive plants are a major problem because they exclude all competition. Since the ink maker's operation is integrated in such cases, management seldom realizes what this department actually costs, with the result that ink is supplied to a large volume of business regardless of cost. The one solution is to try to educate captive ink plant owners to make complete surveys of such departments in their plants.

"To stimulate printing ink business the industry must encourage wider use of colored ink. Most effective way to do this is through advertising to printing buyers. The graphic arts industry must keep pace with other media using color now or adopting it soon. Color movies and the advent of colored television are conditioning buyers to respond to color. It follows that the industry should be prepared to satisfy all potential color requirements, and to encourage greater use of color.

"Based on the 1952 type of business, 1953 for the printing ink industry should compare favorably with the previous year, because selling prices were not advanced to offset higher wage and general overhead costs. Additional profits will be realized on new products introduced this year."

R. B. Tullis, Miller Printing Machinery Co. president who heads the National Printing Equipment Manufacturers Association, reports that a recent poll of the association's directors revealed "a decided increase in placement of new machinery orders during the past few months. While there has been a reduction in the rate of armament production, we have experienced a compensating increase in printing equipment volume. We expect a total volume in 1954 approximately equal to that of 1953, but with the percentage of printing equipment higher.

"The outstanding problem facing our industry, and many other manufacturers as well, is the apparent increase in competition from foreign manufacturers whose labor rates are only a fraction of our own. The association has appointed a committee to represent its members for dealing with the Government in formulating tariff policies. In addition, many members have taken positive steps to solve their own specific problems.

"Our association endeavors to serve its members in all appropriate ways, and acts primarily as a clearing house for information which may be of mutual value to all members. Recent reports from several members indicate normal profit percentages, and various members have reported informally that 1953 profits were approximately comparable to 1952."

Equipment Makers Believe Business in '54 to Be Good

★ Neal Dow Becker, chairman of the board of the Intertype Corporation, Brooklyn, N. Y., views administration policies as having improved the morale of businessmen, "and improved morale is a great factor in stability of business."

Intertype business in 1953 was substantially better than in 1952. Mr. Becker doubts whether 1954 will be as good as 1953.

"While the Administration is making a valiant effort to reduce taxes," he said, "the amount of reduction which can be accomplished quickly is not great in comparison with the total expenditure. This means that taxes must be raised from some sources, and a reshuffling of sources does not seem likely to affect the national prosperity very much, since in the long run all taxes are a charge on wealth and production."

Harry W. Knoll, president, H. B. Rouse & Co., Chicago, sees Administration policies tending to harden the dollar, an anti-inflationary action helping to stabilize the economy. Tax reduction without compensatory levies would benefit industry, and it would be highly beneficial for his company to be able to keep additional dollars for normal expansion. Some of his business acquaintances are becoming a little more profit conscious and more conservative in regard to piling up inventories, but all are very optimistic about 1954.

Due to new products and increased dealer activity, Rouse business last year was better than 1952. Mr. Knoll has "read many opinions that business in general may be off some in 1954," but he believes Rouse business will be very good, "probably on a par with 1953, although we will probably be faced with increased labor costs." He does not anticipate "too much increase in material and other production costs. This means that we can adhere to the same type of conservative pricing program that we have used in the past."

Balancing the national budget before reducing taxes is fundamentally sound, says Mr. Knoll, "but experience has indicated that unless we take some of the revenue away from the people who do our large-scale spending, there's little chance of curtailing spending. Every businessman feels the need of balancing the budget, but maybe the only way we can achieve it is to reduce taxes, compelling the Government to curtail expenditures."

Lee Augustine, vice-president of the Printing Machinery Co., Cincinnati, Ohio, wrote that he spends considerable time listening, reading and talking about what the future may bring, and has concluded that "it is much easier to get a short-range prediction with some assurance that it will be correct than it is to arrive at a long-range prediction with any assurance that it will be correct. Even the very well informed hedge on long-range predictions."

"As businessmen, we believe that Administration policies so far developed have strengthened the American economy, and

that reduction in unnecessary expenditures is sound and beneficial.

"We think that 1954 business volume will be smaller than it was in 1953, but high compared with old standards, and we foresee no easing of the profit squeeze. Reduced volume for all businesses will increase competition, which means that businesses will have to adjust their selling programs to meet sharper competition."

Martin M. Reed, Mergenthaler Linotype Co. president: "Administration policies can be expected to strengthen the economy, but it is premature to claim that they have succeeded or failed in that respect. Timing and extent of their future use may affect the final result very critically, and these aspects require greater perspective."

No recession signs in his business and community, but "statistical reports indicate that for business in general a decline may be underway. If economists predicting a decline of about ten per cent are correct, we do not foresee any decline in advertising, printing and publishing sales. They have increased each year since 1942, even in 1949 when other segments of the economy experienced a decline."

His considered opinion is that 1954 will be another good year for the graphic arts industry. Indications are that "total sales of Linotype machines and supplies will remain at about the 1953 level, and that Davidson sales will increase substantially. Linotype and Davidson sales last year were slightly above 1952."

Excess profits tax expiration and lower corporation taxes might influence the machinery and plant modernization programs within the industry, but "competitive pressures of productivity and obsolescence have not slackened. Experienced managements regard 1954 as another big year for eliminating high cost operations so that they can face the future with more confidence."

Mr. Reed does not foresee any significant effects of tax changes on Mergenthaler business other than reduction in tax payments. "We approve the basic goals of reducing government costs and balancing the budget," he says, "and will encourage such efforts if they do not endanger the American economy, national defense or world stability."

"Sharply increased postal rates could be expected to have a far more serious effect on our company than a retail sales or manufacturers' tax. Postal rates have a more direct effect on the pattern of advertising and the circulation of publications."

J. C. Patterson, general manager, F. P. Rosback Co., Benton Harbor, Mich., printers' and bookbinders' machinery manufacturers, rates Administration policies as strengthening the economy "by getting government out of business and eliminating some of the hare-brained economic theories that have for so long permeated the atmosphere." Slight recession signs in his community apply chiefly to appliance and other consumer products. Anticipated

lower taxes will put his company in a better position to give customers better values. "Tax reductions should be made as a stimulant to business. Taxes have gone far beyond the point of diminishing return. Any increase, such as a national sales tax, or a manufacturers' tax on our products will, we believe, simply serve to restrict our volume, because such taxes are always passed along in increased prices. Higher postal rates would work to the same end."

"Our business last year was ahead of 1952, due largely to development of new products. For 1954 we expect about the same volume as for 1953. Apparently printing business in our community will also be about the same. We see no immediate easing of the profit squeeze."

"Keeping costs in line is our most difficult problem. To its solution we are devoting the best efforts of our engineering and production departments. We have been successful in stepping up our efficiency to some degree through careful analyses of all costs."

D. W. Schulkind, president, E. P. Lawson Co., Inc., New York City: "A year ago the economic forecasters were predicting a depression, disagreeing only as to the date, duration and severity. They were in general agreement that our prosperity had reached its peak, and that 1953 would bring a sharp reduction in income, production and employment. The record shows that they were definitely off base, which proves how difficult it is to forecast economic trends by patterns of previous years. Again we see such predictions being freely offered. If the economic forecasters keep on predicting a depression, they may help to bring about the depression they seem to be hoping and striving for."

"My own prediction, based upon daily close contact with the graphic arts industry, indicates that business will continue good during 1954 for those concerns that, coupled with good management, will have the dynamic urge and determination for accomplishment and success. They will not attempt to use in 1954 manufacturing and selling methods of the previous era. Competition is getting keener and the pace is fast. If our efforts to reach our industrial goal are to be successful, we must give them all we have, and of the best."

Russell Ernest Baum, of R. E. Baum, Inc., Philadelphia, shares the optimism generally expressed by others in the printing machinery industry. "We closed 1953 with the greatest volume, in both dollars and unit production, in our history," he wrote recently, "and we look forward to a bigger, better year in 1954."

Mr. Baum bases his prediction on increased advertising and promotion activities in all phases of industry, and a consequent boost in the amount of direct mail and other forms of printed advertising, which he feels will be essential to move expanded postwar output into the hands of consumers.



Left above, R. T. Hendershot, work simplification director of the Eureka Specialty Printing Company, Scranton, Pa., views the old way of handling the mail. The sorting was done by imaginary sections, waste envelopes piled on a corner of the desk, slitting of envelopes done manually. Right above: After Work Simplification. The handling of the mail became much easier and more efficient. One girl was then released to assist with other pressing office duties

Simplifying Your Office Procedure

- Paper work now requires one office worker for every two in the plant
- Thirty years ago the ratio was one to four. Why has it changed?
- Challenge unnecessary paper work, simplify what you must do

★ When the Eureka Specialty Printing Company of Scranton, Pennsylvania, went into Work Simplification, company officials found that the program could be just as valuable in simplifying office methods and procedures as it was in making work easier in the plant.

There is reason to be concerned about the increase of paper work in the operation of a business. Excessive amounts often contribute to delays in schedules as well as dissatisfaction to the persons who must literally plow through "red tape" to reach certain operating objectives. The October 3 issue of *Business Week* reported management consultant Emmet J. Leahy as saying that a lot of office muddle could be cleared away if management would put half as much effort to the problem of office simplification as it has to speeding up factory operations. Leahy reported that offices are adding about 15 per cent a year to their existing hoard of paper records, which he estimates at 1¼ trillion pieces of paper. Paper work counts one office worker for every two factory workers. The ratio 30 years ago was one office worker to four factory workers.

The Eureka experience indicates that through Work Simplification much of the paper work that exists in a printing plant can be intelligently challenged. The "why" questioning—a prominent Work Simplification attitude—often gets the challenge rolling.

Unless a program, such as that offered through Work Simplification, is put into effect, however, it is often difficult to detect unnecessary time-consuming paper work. It is far easier to spot waste of time

Seventh of a Series on Work Simplification

By Lillian Stemp

and materials in the plant, probably because office work involves less physical motion. Yet there are areas and jobs that can be improved in offices. Often unnecessary record systems can be prevented from going into operation if the "why" challenge is used. R. T. Hendershot, who directs the Work Simplification program at Eureka, tells of such an incident.

One of the men, wanting complete data concerning the size of a customer's

order, the amount shipped, and the amount retained in storage by the company, as well as the length of time this material is held by the company awaiting further instructions, contemplated a new record system to be maintained in his office. It would have taken at least two weeks to set up the records and about eight hours a week to maintain the necessary information.

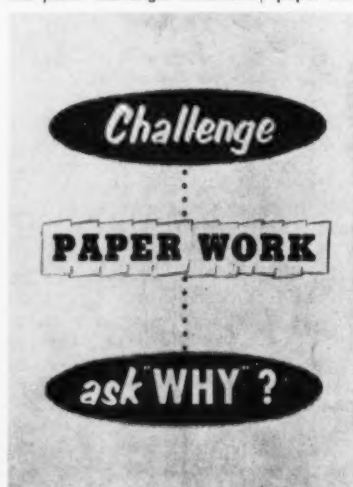
However, one of the stenographers taking Work Simplification training at Eureka believed that much of the information was already maintained in the billing department. Her "why" challenge resulted in making only a few changes in the present system to accommodate the request and the need for the new record system was eliminated.

Once a report or system has been started, there is a strong tendency to keep it going even though the need for it may no longer exist. The personnel director of a printing company formerly compiled a statistical monthly report showing certain personnel information, and had copies carefully typed and sent to the company executives. One month his department failed to send the report. No one asked about it. Several months went by without an inquiry. Two years have passed and no one has ever asked about the reports, so apparently the need for them no longer exists.

The question of what to do about unnecessary paper work, once it has been discovered, has been effectively answered by the Cleveland Electric Illuminating Company. Here is what it recommends:

(1) If you find you are doing an unnecessary paper work job that involves

Printed in dense black on fluorescent red paper, this poster challenges unnecessary paper work



only yourself, *scrap it yourself*. (2) If you suspect a paper work job that involves your department operations, ask your supervisor to explain "why" it is necessary. If this challenge proves the paper work is unnecessary, it is your supervisor's responsibility to *scrap it*. (3) If you suspect a paper work job that involves operations outside your department, check with your supervisor and challenge it with a Work Simplification proposal. In this way, suspected paper work will be examined and challenged inside and outside your department.

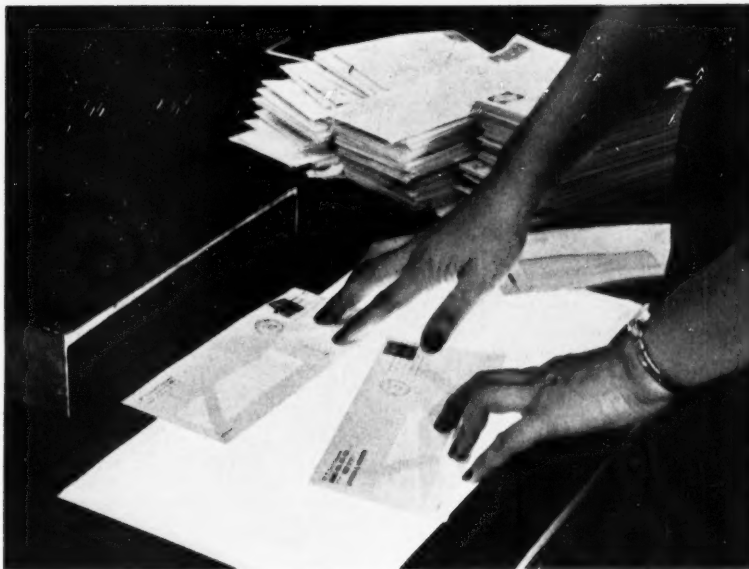
(Roy W. Rix, Cleveland Electric Illuminating Co., and Fred P. Seymour, Jr., R. R. Donnelley and Sons Co., Chicago, are among the personnel who led discussions on Office Methods Simplification at the University of Wisconsin, Industrial Management Institute, in October. An advanced institute on office methods simplification will be offered on February 15-18, 1954.)

The one area in office operations that is more like a factory operation is the mail handling. The physical motions are easy to see, and because everyone wants to get the mail processed early, each one is interested in finding ways to improve the operation.

In detailing the mail handling operation on a flow process chart and a flow diagram at Eureka Printing, a distance of 293 feet was traveled in walking to the file cabinet, to and around the desk, back and forth to the waste basket, and to the various offices to deliver the mail. First improvements, such as furnishing a larger waste basket and a change in handling incoming checks, cut walking distance to 152 feet.

Previously, after checks were sorted, the mail girl walked 72 feet to a machine to total the checks on a tape. She then took the tape to one office and the checks to another. The daily total of checks received is no longer the mail girl's function. All checks or money, either with correspondence, purchase orders or other material, is sent to the accounting department, which removes the checks, makes the proper notation on the letter or order and returns to the addressee.

The study indicated other areas where operations could be simplified or eliminated. For example, the girls opening the



Contents are removed from envelopes which are inspected over light. Envelopes are pushed into chute, drop into container under table. Chute opening is flush with table top, can be closed when not in use

mail now have the responsibility of removing the entire contents of each envelope without a double inspection. Double checking revealed that only three times in three years had the girls failed to remove the entire contents.

Time stamping operations were reduced by stamping on the face rather than the back of the mail and by eliminating the stamping of advertising material and invoices. Time stamping of freight bills was found to be done more expediently in the shipping department.

A Work Simplification proposal submitted by one of the employees at R. R. Donnelley & Sons Company gives further evidence of improvements possible in stamping and mail operations. In this case the job was to stamp accounts payable invoices. The result of the proposal was to eliminate three operations: one transportation, two delays and one storage, as well as to effect a savings of 40 per cent in time and 11 feet in distance traveled.

The application of Work Simplification principles often helps ward off bottle-

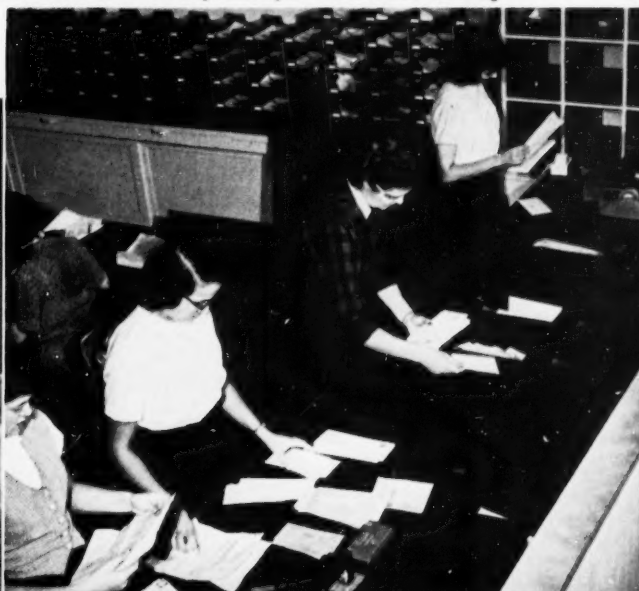
neck operations. Louis F. Mohr, export manager of the Whitman Publishing Company, a subsidiary of Western Printing & Lithographing, Racine, Wisconsin, tells how the old system and equipment for handling incoming and outgoing mail created a problem when the business increased considerably. Mail orders were not reaching their destinations early enough in the day.

When Mr. Mohr was asked to study the situation, he got together people who were interested in handling mail. A committee from the group and Clarence Bayer, service department technical man, then visited the Northwestern Mutual Life Insurance Co. in Milwaukee to inspect what had been reported as a good mail handling setup.

From the discussions and the visit, a special mailing table and a cabinet with bins for salesmen's mail and invoices was designed and constructed.

The table is equipped with a table height electric slitter. Also, a frosted glass, electrically lighted from underneath, is part of the table top. This allows

At left below: Guided by the motto, "A problem well stated is a problem half solved," this group at the Whitman Publishing Company took steps to solve the problem of delayed incoming mail. Left to right, Richard Yeo, Louis Mohr, Gertrude Betko, Cecilia Cseh, Marjorie Jensen, Margaret Danhauser, Margaret Johnson and Charles Conrard. Right below: Mailing table 15 feet long with uncovered bins used for sorting incoming mail at Whitman Publishing Company. Later in the day, Masonite covers are placed over bins to provide greater working surface for processing outgoing mail. In the background, to left, is cabinet of bins for each salesman, branch office and department. It also contains mail box to accumulate stamped outgoing mail during day. Stationery is stored in bottom portion



mail handlers to pass envelopes quickly over glass to make sure contents are out.

The combination of the table and cabinet has materially simplified the handling of the mail and has resulted in orders and correspondence getting to proper departments in shorter time.

At the Cleveland Electric Illuminating Co., a relief clerk suggested a mail bag with two sections for incoming and outgoing mail. It saves the messenger one extra trip each day and is less tiring than carrying an armful of mail.

Improved mail room procedures have accounted for savings in postage. The practice of accumulating all mail for a particular branch or division office and placing it into one envelope, for example, can save as much as 25 per cent in postage.

Frequent resetting of the postage meter machine can be eliminated by placing mail, according to weight, in a series of wall pockets. Thus, all mail requiring three cents postage, for example, is run through at one time.

Prepositioning tools and materials—a principle of motion economy taught by Allan H. Mogensen in his Work Simplification classes—can be practiced by prepositioning the rubber stamps used in the mail room on a wall board.

One of the simplest of office improvements based on a second principle of motion economy is one that has been widely publicized, but is worth repeating. Joan Jackson of Western Printing, credited with the idea, used a loose rubber band to hold a short red pencil and a longer black pencil together. A twist brings either into writing position. The arrangement eases the task of making bookkeeping entries requiring the alternate use of black and red pencils—avoids the bother of continually laying down and picking up the right color. Another variation of this principle of motion economy is the use of two-ended tools. It is usually quicker to turn a small two-ended tool end for end than it is to lay down one tool and pick up another.

Four additional principles of motion economy were used in a Work Simplification improvement in the sorting of cancelled checks at Standard Register Co.

The four principles cover: (1) motions should be simple. The fewest num-

Graphic Arts Personnel Take Work Simplification Course

A course in work simplification was given by Printing Industry of America Nov. 29-Dec. 11 at Lake Placid, N.Y.—the first time such a course has been made available to participants engaged in the graphic arts field.

Instructor Allan Mogensen was assisted by two work simplification directors—Harold K. Crawford, Standard Register Co., Dayton, Ohio, and Charles A. Conrard, Western Printing and Lithographing Co., Racine, Wis. Mr. Conrard is chairman of PIA's Work Simplification Committee.

Limited to 20 participants, the course was taken by representatives of commercial printing houses in a dozen states.

ber of body members, and the most dexterous of these, should be used. Also, motions along curved rather than straight paths where possible; (2) workers should be comfortable. Chair, table height and the work layout should be so arranged to provide operator comfort in sitting or standing position; (3) motions should be rhythmic and smooth flowing. Work should be arranged to employ natural and easy rhythm. For example, work methods should require hands to move in opposite and symmetrical directions; and (4) activity should be located as much as possible in normal work area.

Machines often violate principles of motion economy. A check-writing machine installed in one of the offices of a printing plant revealed how the old machine which it replaced violated these principles. The operator formerly was nearly always off balance following the moving typewriter keyboard. The machine required excessive movement, adding to fatigue. In fact, two girls were employed in writing factory pay roll checks, changing every hour to reduce fatigue. With the new machine, the operator stays put, using hands and arms and few body motions. The machine gives many free operations. When the operator does one thing, the machine immediately does two or more by itself. One operator runs the machine all day now and likes it.

Work Simplification can do much to clean out files. The National Records Management Council reports that about 95 per cent of all corporate paper work over a year old is never referred to. Some records must be kept to comply with federal and local laws but these represent less than 10 per cent.

Asking *why* something needs to be filed, or if filed, why it needs to be kept for a long period, can lead to some startling space and time-saving discoveries. In a period of five years, the Cleveland Electric Illuminating Company found that 40 per cent of the volume of records reviewed were unnecessary. They eliminated 75 million units which, if they had been kept, would have occupied 14,000 cubic feet of space. Hundreds of proposals come in through their Work Simplification program to simplify paper work and files.

Champion Paper Corporation reported that at least 11,000 square feet of space—enough floor area for 153 office workers or for a paper machine—was formerly tied up with old records and prevented from being put to more productive use. Microfilming and a retention committee to decide periodically which records should be destroyed or microfilmed freed this space.

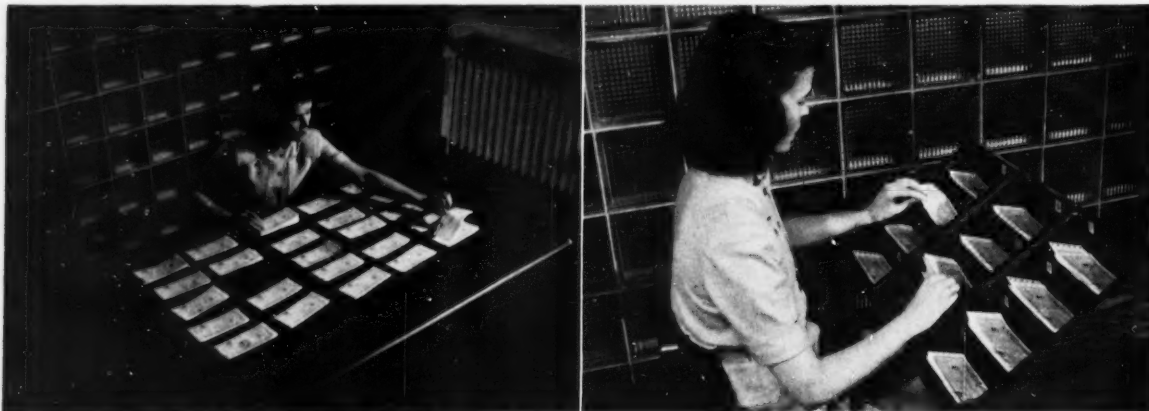
Good Proofs Aid Visualization

Because so many customers cannot visualize final results, it pays to submit proofs which will leave no doubt in their minds as to how the finished job is going to look. For a booklet, for instance, you can proof two pages in position on the actual stock to be used. Then fold, collate, stitch and trim on a cutter. The result is a clear conception of size, stock, margins, etc. If the job is to be run in two or more colors, you can proof cuts or type on the proof press using transparent stock, and then paste in position.

Keep Padding Stand Clean

A table or stand used for padding will accumulate deposits of the glue at the places where the brush slops over the edge of the stack of paper. It's easy to stick a length of scotch tape at these points. This receives the excess glue, and it can be periodically stripped off and renewed with clean tape.

Left below: Before Work Simplification, girl at Standard Register Co. sat in awkward and uncomfortable position to sort cancelled checks numerically. Right below: After Work Simplification improvement, girl now utilizes four principles of motion economy, confines work to efficient area and minimizes motions





With this Kardex panel board, Supt. H. F. Selcer, of Webb Printing Co., Houston, can keep an hour-by-hour check on the progress of all jobs in his shop

Controlling Production in Small Plants

- Here's a system any small plant with 20 to 25 jobs daily can use effectively
- Like any system, it has to be worked, but this one requires minimum of effort

★ A smooth-running plant where every job goes out on time is the goal of the Webb Printing Company of Houston, Texas. And the *tool* that makes this possible—most of the time at least—is the job control system, installed and operated by the plant superintendent, H. F. Selcer.

Selcer came to the Webb plant in March, 1952. Seeing 20 to 25 jobs go through the plant each day convinced him that he should have some system of knowing where each job was at all times. After thoroughly testing out his job control system, he's convinced it would be of great help to any printing company, regardless of size.

Webb Is Medium-Sized

The Webb plant, with 45 employees, is not one of the country's large plants, nor is it a small plant, either. It's equipped with two automatic and one handfed platen, three Kellys (No. 1, C and B), one Miehle Vertical, 22x29 Harris and 17½x22½ web offset presses, and one Davidson Duplicator. For platemaking it has complete camera and layout equip-

ment. In the bindery are two folders, two stitchers, one stripping machine, two perforators, one paper cutter, drills and other necessary equipment. In the composing room are an Intertype, Ludlow, Elrod, three saws, and other standard equipment.

Webb operates a full day shift, and on the night shift, two pressmen, one Intertype operator, and one stoneman.

In short, this versatile plant may be said to be an average, complete, modern shop. It furnishes steady employment, keeps its customers satisfied and endeavors to make money for its owner, which is the goal of most printers. And for these reasons, its success with job control can carry a valuable lesson for similar operations.

Job control is handled entirely in the superintendent's office. Forms used are not complicated and are kept to a minimum. Simplicity and efficiency are the watchwords.

"Any system will work," according to Mr. Selcer, "if somebody works it. But a good, simple system like ours seems to take care of itself so long as the routine is followed. The only failures occur when

something beyond our control happens, as when a customer fails to return a proof at the proper time. Even that isn't a failure of the system, and we just change the date on which the job is due."

Details of Control Plan

Here is an outline of the way the system works:

The job tickets are made out in the front office and sent direct to the superintendent's office. Here the control card is made out, using a white card for letterpress and a buff card for offset.

These cards are 3½x6-inch index bristol and are printed in green ink. There is a small slot in the bottom edge of the card through which a movable red celluloid tab is slid. This tab is moved to the right as the job progresses through the shop, so that the superintendent can tell at a glance its status at any moment.

Information is copied on this card from the job ticket, and includes the job number, name of the customer, quantity and description of the job, running size of the stock, date job was entered, and date of

REMARKS

QUANTITY	100 774 Form 271		
DESCRIPTION	Supply Forms		
RUNNING SIZE	17 X 28 - 8 up		
RECEIVED	INK	STOCK CUT	
7-20	Black		
JOB No.	CUSTOMER		
64791	Humble Oil Co.		

LINO SET	MADE UP	PROOF ROOM					
		In	Out	In	Out	In	Out
PROOF—YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>							
OUT	IN	OUT	IN	OUT	IN		
Comp. Room	O.K. For Lock-Up	Locked Up	O.K. on Press	Finished on Press	In Bindery		
		YES		8-15-53			

Card form kept in superintendent's office summarizes all mechanical information about each job in the shop. Movable red celluloid tab (shaded area) tells the exact status of each job at any time

A					
REMARKS					
FILE					
COMPLETE ARTWORK	LAYOUT COMPLETED	NEGATIVE MADE	PLATES MADE	PICK UP NEGATIVES	PICK UP PLATES
QUANTITY AND DESCRIPTION					
DATE RECEIVED		CUSTOMER'S NAME		PROOF PROMISED	OUT
JOB NUMBER				JOB PROMISED	PRINT JOB ON

Job control card for the Webb offset department, with space for all the basic work information, is moved with the job as work progresses from the camera room to plate-making department to pressroom

promised delivery. There are also a number of spaces with boxed headings for checking, plus space for remarks.

This control card stays in the superintendent's office, filed in a Kardex panel board. There are four of these boards ar-

ranged side by side on an angle-top table, waist high. The cards are filed in alphabetical order since it is often necessary to check on a job in a hurry.

At the side of these Kardex panels are four delivery date cards, also arranged on

the table so that all four can be seen at one time. These cards have spaces where the job numbers for current work are entered under the delivery date.

Each card has space for six days, and the four cards show at a glance the delivery dates for every job in the house for a month. They act as a sort of "tickler file" by which the superintendent can tell at a glance which jobs are due for completion on any day.

When the entries have been made from the job ticket, the superintendent then sends the ticket with copy to the composing room. Here the job goes through the usual processes of composition and make-up. When completed the dates are entered on the control card in the small boxes headed "Lino Set" and "Made Up." Then a check mark is made in the first "in" box in the proofroom section to show that the job is in the proofroom.

Proofing Carefully Controlled

When the job has been proofread, it is put back in the superintendent's office so that he can look it over and check it out of the proofroom. If there are errors in the job, it is sent back to the composing room for correcting, after which the same procedure is repeated, using the second or third "in-out" spaces in the proofroom section of the control card.

If a customer does not request a proof, the job is ready for the presses. However, if the "yes" box is checked, proofs are then sent to the customer and the date is entered in the first "out" box in the proof section. The date the proof is returned from the customer is entered in the "in" space. Usually one trip to the customer is sufficient, but if it must make repeated trips because of alterations, there are extra spaces.

When the job is finally ready to be printed, the date is entered in the space

Four of these delivery-date cards on the superintendent's control board indicate at a glance the delivery dates a month ahead for every job in the plant

JOBS PROMISED Month of JULY, 1953						
DATE 6	DATE 7	DATE 8	DATE 9	DATE 10	DATE 13	DATE 14
64721 A						
64900 G						
64631 M						
ETC						
<p>The job number and Initial under which the control card is filed are entered on this card in the column which has the date the job is promised.</p>						

headed "Comp. Room" to indicate that it is finished there. The order then goes out for cutting paper stock.

As soon as the stock is cut, the stock man sends the stock requisition to the superintendent's office, and the date the stock is cut is immediately entered in the "Stock Cut" space on the control card. The requisition itself is put in the job ticket so the pressman will know that the stock has been prepared, and where he can find it. Sometimes, of course, the stock is cut in advance, so that by the time the type is okayed, the job is ready for the next step.

As soon, however, as both job and stock are prepared, it is ready for lock-up, and it is indicated as such by putting the date in "O.K. for Lock-Up" box. Here the red celluloid tab comes into play. So far it has been kept at the extreme left position at the "Comp. Room" box. But when the job is ready for lock-up, the tab is moved one space to show that it has progressed beyond the first stages.

Basic Data on Daily Report

Another card now comes into use also. It is a "Daily Report" form printed on heavy buff ledger stock. These are made up into pads and are available to the lock-up man, the o.k. man and the press room workers.

The stone man locks up a job and enters the job number and the customer's initials in the spaces provided. Likewise, when the job is put on the press and taken to the o.k. man he puts in the same information on his daily report form except that he checks the "O.K. on press" column. When the job is finished on the press, the pressman checks his sheet in the proper column.

These buff sheets are picked up several times during the day and the dates are transferred to the control cards which have spaces for the same information.

"Thus we have the dates of each operation for each job," says Selcer.

"Sometimes in checking on a group of jobs, we will pull the control cards and take them to the department as last shown on the card. We then write in 'Remarks' whatever information we seek concerning that particular job; then the cards are refiled in their proper place," according to the superintendent.

From the time the job is O.K. for lock-up, the red signals are used by moving them to the right as the job progresses in each department. This shows at a glance where the job is and how many jobs are in each department.

Job Completion Signalled

After the job is finished on the press, the red signal is pushed all the way to the right which indicates the job is in the bindery. When the job is completed in the bindery, the job ticket is sent to the superintendent's office and the date of completion in bindery is marked in the last box on the control card and it is put in the section for jobs ready for delivery.

The delivery truck driver checks with the superintendent's office before making any deliveries to make sure that jobs are delivered which are ready as indicated by the control card. After the job is delivered,

the control cards are of no further use. However, they are filed for a certain length of time in case there should be any question about the jobs represented. By referring to the cards, the superintendent is able to tell the exact date that any operation on any job was completed.

After the Harris offset press was installed, the volume of offset work increased to the extent that it was difficult for the offset foreman to keep up with the jobs in that department.

To solve his problem, Selcer devised a record card for this department so the

foreman could follow each job through with much less effort. These cards are hung on boards . . . one for the camera room, one for the layout and platemaking room, and one for the pressroom. As the job progresses, the card is moved to the proper board. A glance at one of the boards tells the number of jobs in that department at one time.

Selcer says that "our system is really very simple after a person has used it a short time. As we see it, one big advantage is that anybody can look at a control card and tell exactly where a job is."

Data from the daily report, filed by each department, is transferred to the central control records

Form C-2

DAILY REPORT

Date *July 17, 1953*

JOB NUMBER	CUSTOMER (Initials Only)	COMP. ROOM		PRESS ROOM	OFFSET DEPARTMENT		
		LOCKED UP	O.K. ON PRESS	COM- PLETED	READY FOR PRESS	O.K. ON PRESS	COM- PLETED
64731	JHK	✓					
64900	HH		✓				
64833	OW	✓	✓				
<i>Pressroom will fill in only 1 col. as shown below</i>							
64833	OW			✓			
<i>The offset department uses these sheets in same manner.</i>							



Ferd Voiland, Jr., general chairman of Printing Week for International Association of Printing House Craftsmen, presents official 1954 poster to Joan Weldon, Warner Brothers star, named as international "Miss Printer's Devil" this year

★ Local printing craftsmen's clubs were busy throughout the nation during December with plans for the 1954 observance of International Printing Week, under the sponsorship of the International Association of Printing House Craftsmen, Inc., scheduled this year for Jan. 17-23.

In many cities, the week's activities will be centered on the January 17 birthday of Benjamin Franklin, with themes emphasizing progress in the graphic arts since Franklin's time. Proclamations by mayors and governors will carry the first official word of the observance to the public, with an intensive follow-up planned by graphic arts, advertising, and supply firms during the special week.

A mid-December roundup by THE INLAND PRINTER showed the following plans developing in a few of the many cities scheduling special events during Printing Week:

Philadelphia

Highlight of the week in Philadelphia will be a four-day graphic arts exhibit at the Benjamin Franklin Hotel displaying jury-selected examples of letterpress, offset and silk screen printing. Printing Week "Best of the Year" awards will be made in each of 16 categories. The week's activities, including a special luncheon meeting, will be sponsored by 21 cooperating graphic arts organizations.

Detroit

The feature of Detroit's special observance, sponsored jointly by five graphic arts and printing industry groups, will be the annual Printing Week dinner, scheduled for January 18. Speaker of the evening will be Raymond Blattenberger, U. S. Public Printer, and Detroit's Mayor Albert E. Cobo will attend as guest host.

Los Angeles

The fifth annual Los Angeles observance of Printing Week will be highlighted

Nationwide Plans in Full Swing For Printing Week Observance

by the holding of open house in more than 800 printing establishments and by the appearance throughout the area of Reaugh Fisher in Benjamin Franklin costume. Mr. Fisher, who is apprenticeship coordinator for the Los Angeles Board of Education, is scheduled on radio and television programs as well as for personal appearances. Printers in the area were given instructions on how to handle open house and how best to publicize it.

Pittsburgh

The feature in Pittsburgh will be the eighth Printing Industry Dinner to be held January 20 in the Webster Hall Hotel. The week's publicity activities will include spot announcements on six local radio stations and two television outlets as well as a 15-minute Sunday afternoon radio program on January 17. Bumper strips and car card advertisements will also promote the observance.

New York

A busy week's program, planned by 66 graphic arts groups, is being designed to interest everyone who plans, produces, or uses commercial printing. Continuing activities during the week will include the 12th exhibition of printing by the New York Employing Printers' Assn. at the Biltmore Hotel; an exhibition of hand illumination and calligraphy sponsored by the Guild of Bookworkers, and open house observances at the New York School of Printing and at many commercial plants throughout the area. Two noted men will be honored at highlight events of the week. Henry R. Luce, editor-in-chief of *Time*, will receive the Franklin Award of the New York Employing Printers' Association at the Printing Week dinner January 18, while the International Benjamin Franklin Society will present its gold medal to the former president Herbert Hoover at its 31st annual meeting and luncheon January 23.

Milwaukee

Twelve graphic arts and advertising organizations are cooperating for Milwaukee under the supervision of the Graphic Arts Association and the Advertising Guild. Attendance at the annual Ben Franklin dinner, scheduled for January 21 at the Milwaukee Elks' Club, is expected to reach 600. Store window displays will emphasize printed material used by local industries in their normal business operations.

Richmond, Va.

Because it is the only craftsmen's club in the state, the Richmond group has assumed the task of publicizing Printing Week throughout Virginia, with the help of the Richmond Printers' Association and the Virginia State Printers' Association. A widespread publicity campaign in more than 100 newspapers, as well as

radio and television coverage, was planned as the principal feature.

Cincinnati-Dayton

Cincinnati Craftsmen planned to produce a special Sunday supplement in the *Cincinnati Enquirer*, January 17, as the opening of the week's activities. Department store window displays and individual publicity programs by printing firms are also on the schedule.

Because their proposed meeting place, the new vocational high school, will not be available in time, members of the Dayton club have been invited to join the Cincinnati group at its annual banquet, Friday, January 22. Raymond Blattenberger, U. S. Public Printer, was invited as guest speaker.

Portland, Ore.

A booklet, "Early Master Printers," reproducing biographical sketches and 17 xylograph plates taken from 1922 issues of THE INLAND PRINTER, was planned by the Portland Craftsmen for distribution as a souvenir of Printing Week. In addition, a full program of newspaper and radio publicity was contemplated, together with a television roundtable discussion giving a factual review of the industry in Oregon.

Lehigh Valley (Pa.)

Craftsmen in four Pennsylvania cities—Reading, Allentown, Bethlehem, and Easton—are cooperating in a joint effort to make this year's observance a success.

Personification of Printing Week in San Jose, Calif., "Miss Printer's Devil," is portrayed by Wanita Wilent, San Jose State College student



THE INLAND PRINTER for January, 1954



Richard A. Lee, mayor of New Haven, Conn., watches his Printing Week proclamations as they come off a press operated by students Earl Morris and John Forte at the Boardman Trade School under the supervision of Raymond A. Langlois, instructor in printing presswork and local Printing Week chairman

In addition to newspaper, radio, and television coverage, one committee is working on production of a 16-mm. motion picture depicting activities in the Lehigh Valley printing industry. The film was to be made available for service club showings as well as television presentation. Dinner meetings in each of the four cities are planned as top items for the week.

Honolulu

The annual dinner meeting of the Honolulu club will be highlighted by the presentation of two first prize awards in the International Printing Week competitions. Hiromu Machara, advertising artist for the *Honolulu Advertiser*, will receive first prize for his design for the Printing Week stamp, while Edouard L. Lord, of the *Honolulu Star Bulletin*, will be cited as first prize winner in the bulletin contest. A feature of the window displays planned during the week will be *Ke Annuaire*, a University of Hawaii Press publication named as one of the Fifty Best Books of the year.

Worcester, Mass.

Again this year, Worcester Craftsmen will feature a downtown window display, last year's exhibit having proved so popular that it was retained an extra week. In addition, three local schools are planning essay contests and special programs dealing with Benjamin Franklin and the graphic arts industry.

Nashville

Local Craftsmen, together with members of the Printing Industry of Nashville, Inc., and the Art Directors' Club, are planning a three-day industry exhibit, plant tours, and a full program of publicity. The week's activity will be topped off with an industry banquet January 22.

Minneapolis

Window displays during the week will feature such exhibits as a model paper-making machine as well as complete scale model printing plant, arranged by Graphic Arts Industry, Inc. As a special public service venture, Minneapolis Craftsmen plan to present several first editions, and pos-

sibly a book printed by Benjamin Franklin, to the James Ford Bell collection at the University of Minnesota.

York, Pa.

By mid-December, plans of the York club for Printing Week included store window displays and a five-day exhibit of printing processes and printed matter featuring the traveling magazine exhibit of the American Institute of Graphic Arts. Scheduled speakers at the annual dinner January 18 are Fred W. Hoch, printing management and production consultant of New York City, and Howard N. King, International Craftsmen's president, who is a member of the York club.

St. Louis

Craftsmen are preparing a six-page booklet describing printing activities in the St. Louis area for distribution to members and to St. Louis high schools during

Printing Week. In addition, an exhibition of the PIA 1953 printing awards winners is being arranged for showing at the club's regular January meeting and for public display beginning January 17.

Des Moines

A 15-minute television program January 19 over WOI-TV will supplement printing craft exhibitions at the Des Moines Art Center and at Iowa State College, Ames. Des Moines Printers & Lithographers, Inc., is planning to work with the public schools in a program emphasizing career possibilities in the graphic arts field.

Cleveland

More than 25,000 people in Cleveland's graphic arts industry will share the spotlight during the annual Printing Week observance. Activities will include a Graphic Arts Industry Exhibit at the Cleveland Public Library, and a full schedule of luncheons and banquets staged by various segments of the industry. Two special newspaper supplements will take the industry's story to the general public, along with six tentatively scheduled radio and television broadcasts featuring industry personalities. Open house programs will emphasize new technical processes, including the Klimsch color process camera at the Cleveland Engraving Co., and the Intertype Fotosetter at the Photo Composition Co.

Chicago

Forty graphic arts associations, publishing and advertising groups, and unions are collaborating on plans for Printing Week in Chicago. Continuing a custom started by the Old Time Printers' Association, Chicago Craftsmen will participate in a wreath-laying ceremony at the Lincoln Park statue of Benjamin Franklin on January 17, adjourning after the ceremony to the Chicago Historical So-

Chicago's Mayor Martin H. Kennelly signs a Printing Week proclamation for graphic arts leaders of the city, (l. to r.): Louis I. Lewis, general chairman for Printing Week; H. S. Bowles, president, Graphic Arts Association of Illinois, Inc.; Floyd C. Larson, president of the Chicago Craftsmen's Club; Mayor Kennelly; and Harry L. Coco, secretary-treasurer of the Chicago Allied Printing Trades Council



ciety for an address by Edward A. Hayes, former national commander of the American Legion. Other programs planned include downtown show window displays and a printing exhibit in the Chicago Public Library, a program of speeches before businessmen's luncheon groups and some 36 high school and college assemblies, and a January 19 banquet address by U. S. Public Printer Raymond Blattenberger of Washington, D.C.

Denver

Rocky Mountain Club members are cooperating to arrange Printing Week displays in four Colorado cities—Denver, Boulder, Pueblo, and Colorado Springs. One feature of the week will be presentation of copies of pages from the Gutenberg Bible to the Denver Public Library by the Rocky Mountain club.

Seattle

In addition to the customary program of direct publicity via radio, newspapers, and television, Seattle Craftsmen plan to establish a speaker's bureau to furnish Printing Week guest speakers for civic and industry groups. For the Chamber of Commerce luncheon, which nearly 500 persons attended last year, the Club will provide both a speaker and entertainment. The theme throughout the week will be "Printing Sells Your Product."

San Antonio

High school students are participating in a city-wide poster contest, under the joint sponsorship of the Printing Industry of San Antonio, Inc., and the local Craftsmen, as the principal feature of the Printing Week Observance. Theme of the contest is "Printing—Key to Prosperity," and a schedule of cash prizes has been set for winners.

Wichita, Kan.

While a special committee was completing plans for an essay contest among printing trades classes in the city's schools, attention of the Wichita Club of Printing House Craftsmen was focused on a banquet program celebrating Ben Franklin Night, January 20. Guest speaker for the occasion was scheduled to be Otto Forkert, graphic arts consultant, Chicago. Printing students were to be special guests of the club at the banquet.

South Bend, Ind.

The Michiana Club members are planning "on the street" promotion in the form of a 4x6-inch die-cut "Printer's Devil" blotter, produced on red blotting stock and carrying brief facts about Printing Week. The blotters will be distributed by vendors in devil costumes. As an additional activity, Craftsmen planned to sponsor tours through a paper mill for two students from each high school printing class in the area.

Long Beach, Calif.

Selection of "Miss Printing Week of 1954" will be among activities sponsored by the Long Beach Club, in addition to printing plant tours for school children, radio and newspaper promotion, and a

(Turn to page 80)

Franklin's Blueprint for Success Can Work for Modern Printers

By Robert F. Karolevitz

★ Printers have always looked to Benjamin Franklin as a man with a good bit of ink in his veins, a fellow craftsman, a typesetter whose deeds and accomplishments fill to overflowing the pages of history.

Well, old Benjamin had another knack—his constant quest for self-improvement. With him it wasn't just a New Year's resolution or turning over a new leaf; he invented and used his own strict and definite formula.

Franklin discovered his "blueprint for success" when he was just a struggling printer in Philadelphia, badly in debt and fighting to keep the wolf from his portals. He thought of himself as a simple man of ordinary ability, but he also believed that he could acquire the essential principles of successful living if only he could find the right method. Having an inventive mind, he devised a system so simple, yet so practical, that anyone could use it.

First the famous printer-statesman made a list of 13 things he figured he had to do to improve himself. Then he started at the top of the column and for one solid week he "bent over backwards" practicing

that item faithfully—letting everything else go along in its regular pattern.

Thirteen weeks it took him to complete the cycle; then he started over again. When he was 79 years old and writing his autobiography, Benjamin Franklin attributed his success and happiness to that formula. He concluded: "I hope, therefore, that some of my descendants may follow the example and reap the benefit."

Now, what's all this got to do with printing in 1954?

Simply, the same formula which worked for Benjamin Franklin can work equally as well in the printing trade today. We can all use a little "brushing up" on various phases of the business; at the same time we collectively labor under the illusion that we're absolutely too busy to worry about self-improvement.

But Franklin's formula is too simple and too painless for such excuses. If you even half-practice it for a cycle of 13 weeks, you're bound to emerge a more informed printer or a better manager. Here's the idea:

Just make out a list of 13 items connected with the printing industry, then give a week's strict attention to each subject successively. Try this as a sample list:

1. History of printing.
2. Letterpress printing.
3. Offset printing.
4. Intaglio printing.
5. Type faces.
6. Proofreading.
7. Paper and ink.
8. Layout and design.
9. Costs and estimating.
10. Self-advertising.
11. New developments.
12. Printing sales.
13. Shop management.

For seven days become vitally interested in the particular item which appears on the agenda for that week. Maybe get a book out of the local library (it'll do you good to go there anyway, just to find out how many titles they've got on the graphic arts).

If you happen to be "boning up" on offset, for instance, have a trade talk with the best litho pressman you know, or visit your platemaker. Devote a little more time to your trade papers and magazines. Mainly, keep your "weekly lesson" always in mind and *make an effort*. After all, if you learn just one simple fact, you're one step closer to becoming a master craftsman.

Tuition is pretty cheap in such a personal "university," but you've got the formula now; Benjamin Franklin can't do anything else for you.

● The first man to make use of steam power for the printing of books was William Clowes, the elder, in 1823.

● Printing presses and public schools were suppressed in Russia by Paul I in 1798.

Franklin's 13 Subjects

1. Temperance—Eat not to dullness; drink not to elevation.
2. Silence—Speak not but what may benefit others or yourself; avoid trifling conversation.
3. Order—Let all your things have their places; let each part of your business have its time.
4. Resolution—Resolve to perform what you ought; perform without fail what you resolve.
5. Frugality—Make no expense but to do good to others or yourself; i.e., waste nothing.
6. Industry—Lose no time; be always employ'd in something useful; cut off all unnecessary actions.
7. Sincerity—Use no hurtful deceit; think innocently and justly, and, if you speak, speak accordingly.
8. Justice—Wrong none by doing injuries, or omitting the benefits that are your duty.
9. Moderation—Avoid extremes; forbear resenting injuries so much as you think they deserve.
10. Cleanliness—Tolerate no uncleanness in body, cloaths, or habitation.
11. Tranquility—Be not disturbed at trifles, or at accidents common or unavoidable.
12. Chastity—Rarely use venery but for health or offspring, never to dullness, weakness, or the injury of your own or another's peace or reputation.
13. Humility—Imitate Jesus and Socrates.

Scanning the Scene

Through the Eyes of



"JL"

Man of Action and Words

Among the "elder statesmen" of the Principality of Print who can sit back and contemplate highly creditable achievements with satisfaction is John S. Thompson, of Menlo Park, California.

Too many years passed between 1914, when I first knew John S. Thompson, then instructor in the mechanics and operation of the Linotype at The Inland Printer Technical School, and last Spring, when I called on him at his home. I decided then and there that his interesting story should be told, and that more of our people should know about his service to the graphic arts by way of invention and otherwise.

This grand gentleman is best known as the inventor of the Thompson type-caster. Most interesting feature of this machine is the fact that single types of hard foundry metal may be cast from mats made for slug composition machines as well as those used for the Monotype, and possibly others.

Having started on this machine, Mr. Thompson was granted an honorable withdrawal card by the Chicago Typographical Union in 1903. THE INLAND PRINTER was associated with the development of the typecaster, officials of the publication joining him in forming the Thompson Type Machine Company in 1907. A simple lead- and rule-casting attachment was designed and a matrix-lending service set up, but in 1918 the company was sold to the manufacturers of the Universal typecaster. Called the Monotype-Thompson Typecaster, it is still made by the Lanston Monotype Machine Company in Philadelphia.

In the meantime the invention of a static neutralizer for presses had been accomplished and several hundred of the devices had been installed when an infringement of another patent was declared. However, this and all but one of the other patents issued to Mr. Thompson — twenty-six in all — have expired by limitation. That one, his last and, of all things for a printer, a clothes dryer — was patented in 1944. Included in his list of inventions are several which were purchased by the Mergenthaler Linotype Company. Mr. Thompson continues invention as a hobby, and has produced some novel devices such as a hearing aid which eliminates extraneous sounds.

Writing represents one facet in his career of achievement. Thousands still alive and in the business have benefited from material written by John S. Thompson. In addition to his connection with

The Inland Printer Technical School, he was, at the age of 27, made editor of the "Machine Composition" department of THE INLAND PRINTER and, as an associate editor, began a series of articles on "The Machinist and the Operator," which was published in book form. Eleven editions of this book have been



JOHN S. THOMPSON

printed. Three years later, he originated the idea of the school for training Linotype operators and machinists, which culminated in the school already mentioned. Two books, *History of Composing Machines* and *Correct Fingering of the Linotype Keyboard*, followed.

Mr. Thompson moved to California in 1918, and in 1921 opened a supply house at San Francisco, which he later consolidated with others; he retired in 1929. However, retirement didn't stick. After trips abroad, he started another supply house in 1934, and in 1935 was appointed distributor for the Linograph slug-casting machine for eleven Western States and Hawaii. Upon the sale of Linograph to Intertype, he retired again and made it stick this time.

Now, at 81, he devotes his energies to writing for trade magazines and research into such problems as "What did Gutenberg invent?" and "Who wrote the Shakespearean plays?" He came up with some unusual solutions. Incidentally, his contention is that Gutenberg cast a complete line, as does the Linotype, rather than one letter at a time as is commonly believed.

On the personal side, Mr. Thompson had experiences not suffered or enjoyed by printers today. Arriving on this sphere at Racine, Wisconsin, June 22, 1872, he was an apprentice at Taylor, Nevada, at the tender age of 14. He worked subsequently in Sacramento for from \$5 to \$8 a week, and at the age of 17 was editor and printer of a weekly paper at Fall River Mills in the same state. A year later he was back at Sacramento as a member of the union working for the scale of \$21 a week.

Then, he began traveling in earnest. He went by "side-door sleepers" from the shores of the Pacific to Boston. Then, with winter approaching, he worked in most cities between Philadelphia and New Orleans. To add color to his life, he had a fling on the stage and as a street singer. Leaving New Orleans, he traveled via Galveston sometimes "on cushions"—i. e., paying fare—and sometimes on the blind ends of baggage cars, all toward Chicago where he arrived in 1891.

The turning point in his life, he says, came in 1892 when he returned to New Orleans and was given the opportunity to learn the operation of the square-base Linotype just installed in the *Times-Democrat* plant. He was paid going rate of fifteen cents a thousand ems. He continued to roam, however. At Chicago in 1893, he operated the Linotype exhibit at the World's Columbian Exposition. At Salt Lake City later, he set a new record for speed of 10,000 ems an hour.

Skipping numerous stops, he reached Chicago again where he developed his first invention, an automatic metal feeder and an electrical device for operating the keyboard.

To demonstrate the capacity of the Linotype for doing high-grade magazine and book work, he was employed by Mergenthaler to install a machine in the plant of THE INLAND PRINTER. This machine was a Model 3, called the "pica machine" because it was limited to the composition of 12-point.

THE INLAND PRINTER is proud of the fact that it was associated with just a few of the activities of John S. Thompson whose work has been a most potent factor in the development of the business this magazine represents.

Shown in the Library of Congress through November was a Fine Printing in America exhibit organized by the Smithsonian Institution's traveling exhibition service. The exhibit will be displayed in German and Austrian museums and America Houses in Western Europe.

First of its kind to be shown abroad, the exhibit illustrates the design, quality and technical standards of printing in the United States, and shows the relationship of art and crafts to the technology of American printing. In addition to 100 examples of outstanding printing, the exhibit contains a portfolio of original prints by contemporary artists, and a group of magazines, bulletins, and house organs.

J. R. Frazier

OFFSET

By Charles F. King

Smaller Shops Get Benefits From New Methods

Almost 20 years ago a well-known inventor of graphic arts equipment stated publicly that the time would soon come when all that would be necessary to print a job would be to place a skid of paper under some sort of device and leave it there for a few minutes. When the required few minutes had passed the skid could then be removed and every sheet in the load would be printed with the correct subject in one, two, or four colors. (I do not remember whether he said that it would be backed up at the same time, or if you would have to flop the load.)

Coming at a time when unemployment was high, and coming from a man who had a number of very complicated and successful inventions to his credit, this statement threw fear into the minds of many craftsmen. In the intervening years since that prediction was made, no such machine has made its appearance, nor is there any one likely to in the immediate future, but technological advances have been made in lithography which are almost as spectacular.

Instead of these advances reducing the number of people employed in the industry, they have made for more and more printing with a steady increase in the number of people employed. Frequently, the equipment and methods for use in large shops come in for the greater part of the attention; however, in recent years the new materials which have been introduced for use in the small shops or the shops which use presses not larger than 36 inches seem to outnumber those made available to the operators of large equipment. These tend to make the operator of small equipment practically self sufficient in producing black and white commercial work.

One-Time Plates Speed Operations

Plates which can be used once or twice and then thrown away have come on the market in steadily increasing numbers. This eliminates the necessity for sending plates out to be grained or maintaining graining equipment. In addition, many of these plates are received with a coating on them.

Although with some of these coatings it is necessary to sensitize the coating just prior to exposing the plate, manufacturers recommend simplified methods of applying the sensitizing solution. A squeegee, or a wringer roll, or some similar device is used instead of a whirler. Since the coating itself is applied at the factory which produces the plates by methods which

should insure a more uniform thickness of coating than is possible on a whirler, a better plate should result.

This is especially true since most of these precoated plates print from the surface of the coating as in the case of albumin or other surface-type plates, and with this type of plate both the quality of the print and the life of the plate depend to some degree on the uniformity of the thickness of the coating.

The reproduction of type matter has long been a problem for the small lithographer. The use of reproduction proofs made from either hand-set or machine-set type required the use of a camera or special equipment for pulling transparent proofs.

Cellophane Positives Limited

Although some very excellent results have been obtained by using cellophane prints as positives and making deep-etched plates from them directly, in general the success of this method has been limited to a few shops which have specialized in this method.

Paper plates composed directly on a typewriter can frequently get by in some types of work run on duplicating equipment, but the quality of this work can hardly be compared with that which can

be produced by the small letterpress job shop.

Although there have been many attempts to produce text matter by phototypesetting methods, the equipment is too expensive for the small operator to install in his shop.

There is, however, a more recent development which should be adaptable to even the smallest job shop. Although there is nothing new in the principles applied in this method, it does use a unique technique in transferring type matter directly to the lithographic printing plate.

Actually, the old hand transfer principle is applied in transferring the image to the plate. The only difference is that in transferring from a relief form to the plate certain difficulties are encountered. (It is necessary to transfer direct since type matter is in reverse and does not "read right.")

In order to get around these difficulties, a plate made of paper-backed aluminum foil is used. After the print has been pulled on the foil, the impression marks are rolled out under pressure. Although the method is primarily intended for type matter, fairly good reproductions have also been made from halftones.

Another new device aimed at the users of small presses is a cross between a simple vacuum frame and a photocomposing machine. Actually, it is a quite simple de-



In Lithographic Technical Foundation's New York headquarters, executives and staff members welcome the news that Michael H. Bruno, manager of LTF research, was hailed craftsman of the year by the National Association of Photo-Lithographers: (l. to r.) Beatrice Palmer, assistant treasurer; W. M. Winship, president; W. E. Griswold, executive director; Naomi Berber, assistant secretary; and Helen Kelley, membership secretary. Mr. Bruno is attached to the Chicago office of Litho Foundation

vice, but the register on work which has been shot on it has been amazingly accurate. Also, it may be used for making stepped up positives and negatives. The cost of this device is of course far less than a standard photocomposing machine of comparable size.

It was only a short time ago that Eastman Kodak introduced a three-color system for making color separations from 35-mm. Kodachromes. This system made use of a special small camera and a masking technique designed for this process.

Although the color rendition is not 100 per cent accurate, a customer can be given an illustration in "full color" at a price far below anything comparable with other methods. Since the process was limited to 35-mm. film and only a standard "blow up," the market for such color work would fit that served by the operator of small equipment.

A still more recent development by this same company was shown at the NAPL convention recently in Chicago. In this development, a screen has been incorporated into the film itself. Although no predictions were made as to the part this might play in the industry, its greatest market seems to lie in the same section of the industry as all these new processes.

It would appear that here was a method which could be capitalized by many who previously had been limited to line work, or who, for lack of camera equipment, had been forced to purchase all halftone work outside. At present, the manufacturers are making no claims that this film will revolutionize the industry, but instead, they are offering it in the hope that it will serve a need.

Quality Continues to Improve

From the letters which come to this writer, there has also been observed something which is perhaps more important than the new inventions. There has been a continual improvement in the quality of the lithograph as evidenced by the examples which have accompanied the letters and with this a pride in workmanship or craftsmanship which was so lacking in the transitional stages of conversion from letterpress to offset.

It is true that new materials and equipment have contributed to the improvements in quality and perhaps help foster the pride, but no longer does the attitude prevail that offset is merely a cheap imitation of a good letterpress job.

Twenty years ago when the prediction was made that a whole skid of paper would soon be printed *en masse*, the small job shop had no counterpart in the lithographic industry. Today, that situation has completely changed, and more and more work which was formerly handled by the small letterpress job shop is being run satisfactorily by offset.

It is rather hard at this point to say how automatic the process can become with developments coming as rapidly as they have during the past few years. However, with the material now at hand, still further improvements in quality may be made by those who realize that lithography is a separate and distinct skill, to be learned and practiced.

Much Progress in Lithographic Field Due to Experimentation by Craftsmen

"If that bunch would only quit 'trying' things and settle down and produce, we might be able to make a production schedule which would hold for at least a couple of days. They're worse than a lot of back alley auto mechanics." No matter how disconcerting playing around with and trying new ideas, methods, and materials, may be to those charged with seeing that jobs get out on time, by and large lithography owes much of its present position in the graphic arts industry to the willingness of craftsmen to attempt to adopt new ideas.

Sometimes, these ideas have originated in laboratories of paper and ink manufacturers. At other times, they have come from scientifically trained men within the industry. Other branches of the supply trade have contributed their share of

new ideas and materials. Of course, the industry-wide program of the Lithographic Technical Foundation has also been responsible for its share of the progress. However, when one recounts the progress the industry has made, tribute must be paid to the many craftsmen who themselves had ideas which they were not afraid to try. Often, the basic idea came from one of the laboratories or from scientifically-trained personnel, but it remained for the craftsmen to translate the idea into a workable process.

At times, men in the shop with little or no technical training have come up with materials and methods which scientifically-trained men would pass by and not ever consider as having possibilities. Sometimes, we who have had scientific training know too much.

Recently, I was invited to visit a very small lithographic shop in Chicago. Charles Grundhoefer, the owner and operator of this shop, wanted me to see a new plate coating which he had developed. He had attempted to use the PDI (Printing Developments Incorporated) copper-aluminum plate developed by the LTF, but to him it did not seem logical to use a reverse type of coating and developer such as is used in making deep-etch plates and then use negatives to expose the image. He felt sure that there should be some kind of light-sensitive coating which could be developed with water that at the same time would be resistant to the etching solution which is used to remove the copper from the nonprinting areas.

To quote Mr. Grundhoefer's own words, "Being determined to solve this problem, I hit on the idea of using a plasticizer used in rubber-based paints." The idea worked. In fact, it has worked so well that a patent has been applied for on the coating he developed. Not only was this coating found to be a good resist for the etch, but also it was found to be superior to albumin and other materials as a coating for surface plates. It develops off easily with only gentle rubbing with cotton, and prints very sharply on the press. Tone values are faithfully reproduced, and there is no tendency to blind during the run.

Although the originator of this coating has apparently made no attempt to use it on Aller plates, it would appear that it should work just as well on them as on PDI plates. This should eliminate the use of the gum coating and the necessity for scouring the remaining gum from the work areas in order to make the copper take ink.

Another amazing thing about this little shop was the extent to which it had perfected the operation of the high-etch or dry offset process. I have in my files a number of examples of work done by this process in other shops but none of it can compare with the work produced in this shop. The best black-and-white work I had previously seen would be classed as poor by this shop's standards. I also saw examples of four-color process work of excellent quality produced by dry offset.

It's a Quiz

By R. Randolph Karch

Answers to these questions have appeared in THE INLAND PRINTER and in other sources of information at various times. How retentive is your memory? How many questions can you answer without consulting the answers on page 77?

QUESTIONS

1. What is probably the greatest use of the distortion camera in the graphic arts industry?
2. The chances are good that you have a sample of dry offset on your person. Can you name it?
3. "Pica" is a unit of measure and type size in our trade—but what might this term mean to the layman?
4. Is bogus illegal? (Setting ads for which plate is provided and then dumping the type unused.)
5. What's the difference between small pica and long primer?
6. Why must offset ink have tack?
7. If you were setting 8-point type about 1880, what would you have called it?
a. Agate c. Columbian
b. Brevier d. Diamond
8. Which linecasting machine keyboard cam is often oversize?
9. Why do forms having wood-based plates have a tendency to work up?
10. The term "Flexographic" is being promoted to take the name of what plate-fluid-ink process?

First Photocomposed Gravure Book Is Published by Doubleday & Co.

The Columbia Historical Portrait of New York, recently published a Doubleday & Co., Inc. in observance of the Tricentennial of New York City and the Bicentennial of Columbia University, adds a chapter to printing history because it is the first gravure-printed book using photocomposition.

The more than 900 black-and-white and 17 full-color illustrations planned for the 544 pages governed selection of the sheet-fed gravure process for reproducing highlights and gradations. But usual type reproduction was not considered to have the sharp, clean edges and fidelity of color required. Nor did the tight publication deadlines allow time for an additional

cut out the original and corrected lines. Correction insertions were made on a vacuum device which held the strips in position while they were fastened with transparent tape. Head and foot trimming was done on the trimming board. Text and illustrations were stripped together in page form and printed from single black plates.

Westcott & Thomson received first copy last March. The final galley of type on film went to Beck in June. During this three-month period Doubleday planned copy and pictures for photostetting and layout piece by piece as it came from the author, John A. Kouwenhoven. Galleys and proofs were dummied as they arrived. Dummy sections were sent out and ozalids came back for each form. Printed sheets were on Doubleday desks as more copy came from the author.

Nine papers were tested, using code number identifications. Material from the book was reproduced on each stock. Mohawk Superfine 80-pound basis was rated first. The 80-pound was chosen because its extra opacity gave the designer, Alma Reese Cardi, more leeway in placing illustrations without regard to what appeared on the other side of the sheet.

The Country Life Press bound the book in Holliston Mills cloth. Binding started in midsummer and the first finished books were delivered October 1. Two-piece binding reduced the squarish effect of the 9 1/8 x 10 1/2-inch volume. Holliston dark blue Zeppelin was used for the major area and light blue Roxite for the narrow fore-edge band. The case was stamped in three foils, dark blue, aluminum and red-orange, reflecting New York City and Columbia University colors.

Color tips were stubbed into the signatures so that they could be sewn as well as pasted into the binding. To facilitate bindery operations a light gray rule was surprinted on the color forms to denote the folding line. Printing qualities were



H. R. Freund, vice-president and chief engineer of Intertype Corp., holds first working model of photocomposing machine as H. G. Willnus, Intertype president, shows first gravure printed book to be set by photocomposition throughout

run to print the type by another process. Doubleday also felt that mixing letterpress and gravure would cause register problems.

For these reasons, photocomposition on Intertype's Fotosetter was chosen. This did not end production problems. Times Roman, desired as the most appropriate face, was not available for photocomposition. The Intertype Corporation agreed to make the face, but doubted whether Doubleday's schedule would permit completion of that work within the time available. *The Times* of London authorized the cutting of Times Roman for use on Fotosetter photographic line-composing machines. Matrices were made and delivered a day before the first page of manuscript.

Photostetting was done by Westcott & Thomson, Inc., Philadelphia. Beck Engraving Co. of that city did the gravure printing. Film copy was developed as wrong-reading positives. Corrected film positives were sent to Beck. Corrections were set on the Fotosetter and inserted in original film galleys by means of Intertype correction equipment. A line-strip punch

Offset Fastest Gaining Process

Lithography again has outdistanced practically all other processes used in the commercial printing field, according to the figures released by the Bureau of Census, U. S. Department of Commerce.

Lithography in 1952 made a gain of 46 per cent over the 1946 volume, based on the value of shipments. This 46 per cent gain compared with 34 per cent for letterpress and gravure commercial printing (excluding publication printing), and with 11 per cent for photoengraving.

Dollar value of lithography in 1947 is shown as \$465,476,000. The value of lithography for 1952 indicates a \$681,865,000 volume of business.

broken down for each signature to insure against spoilage in the bindery operations.

Doubleday considers the book important not only as part of the celebration of both the city and the university anniversaries, but also as a major first step toward new printing methods.

LNA Plans Traveling Show Of Litho Contest Winners

Lithographers National Association's promotion committee, headed by Ralph D. Cole, president, Consolidated Lithographing Corp., Mincola, N.Y., has announced that winning entries in the Fourth Annual Lithographic Awards Competition will be exhibited in New York City late in April, then at the LNA convention in White Sulphur Springs, W. Va., and in 18 cities.

The competition is open to all members of the lithographic industry, and to buyers, advertising agencies, and persons and organizations connected with designing and producing litho material. Entries in 40 classifications will be judged for their lithographic quality, design, art, and functional value.

Distribution of rules and entry blanks is scheduled for the latter part of this month. Meanwhile, further information may be obtained from Herbert W. Morse at LNA's New York office, 420 Lexington Ave., or Gordon C. Hall at the Chicago office, 127 North Dearborn St.

1953 Lithographic Abstracts

The annual publication of *Lithographic Abstracts* is now available from the Lithographic Technical Foundation, 131 East 39th St., New York 16; price is \$1.20 to members and \$4 to non-members. The current issue (1953) covers the important articles published in the trade press from September, 1952, through July, 1953. Books on lithography and patents are also covered. Each abstract gives a brief explanation or digest of the original author's ideas with a key to the source so than anyone interested may do further research. In many instances, the foundation can furnish photographic copies of the original material.

Record on Litho Available For Printing Week Broadcasts

A radio program dramatizing the career of Alois Senefelder will be broadcast by local stations in various states during Printing Week. Entitled "The First Lithographer," the program is one of Westinghouse Electric Corporation's "Adventures in Research" series, which are not broadcast over networks, but recorded by Westinghouse on disks and then distributed to more than 250 stations for use without charge.

Local associations affiliated with Printing Industry of America have received play-back records of the Senefelder story for use in their areas.

Mergenthaler to Introduce Phototypesetter in April

First entry in Mergenthaler Linotype's series of phototypesetting machines, due for April unveiling, is described by Martin M. Reed, president, as designed to compose straight matter for use in any printing process. In the company's 1953 fiscal year report to stockholders Mr. Reed wrote that each model in the series has been conceived and engineered to meet most efficiently and economically the requirements of a particular type or class of machine composition.



Martin M. Reed

"The first model," said Mr. Reed, "is in our judgment far in advance of other devices on the market or announced to the trade. Although based on sound and well-tested photomechanical principles, it is a radical departure from the Linotype machine and from any other phototypesetting device. It departs completely from the Linotype principle of circulating matrices, and has no resemblance to the phototypesetting machine shown by Linotype at the 1950 Graphic Arts Exposition in Chicago. That machine was merely an adaptation of the present Linotype, substituting a camera device for the regular casting mechanism, and was never placed in manufacture."

Mr. Reed quoted the following statements from the company's 1949 report: "No new composing device can be considered apart from its related processes. These processes must in turn be weighed against the whole Linotype process in terms of speed, economy and versatility. . . There is no mystery about the yardstick to be used in determining the relative value and soundness of each of the many devices developed to reduce composing room costs. That determination rests in the answer to one question: Is the new mechanism and its related process a faster and cheaper and more versatile way to compose type than the Linotype process?"

... Today there is no new composing device, photographic or otherwise, that can compete with the Linotype on the simple grounds of economical and versatile operation. . . Replacing the Linotype, or even supplanting it in restricted applications, will result only from further years of development activity."

Those statements, said Mr. Reed in the 1953 report, "remain as true today as they were in 1949. Phototypesetting machines of one kind or another have been exhibited for more than six years. After five years of intensive sales effort and exploitation there are today fewer than 85 machines in actual operation throughout the United States. These are being used almost exclusively in specialized and restricted areas within the field of commercial printing.

"Our new phototypesetting machines are no more likely to revolutionize printing than the existing and known devices

have done. To the extent that our new devices will make typesetting faster, simpler and more economical, they will represent a long step forward in the evolution of new processes. Those new processes will gradually pass through the existing period of development and find their

proper place in the industry along with the Linotype system. Our manufacturing activities will be geared to demand. Whatever the course of the evolution of new printing processes, Linotype is prepared to maintain its leadership in the field of typesetting equipment."

New Litho Training Aid

Number 16 in the series of audio-visual training aids produced by Lithographic Technical Foundation, Inc., 131 E. 39th St., New York 16, has just been released. Consisting of a film strip with accompanying recorded explanations, the new production deals with testing procedures for determining which materials and techniques produce the best offset plates.

Schedule NAPL Meeting

The 22nd annual convention of the National Association of Photo-Lithographers will be held Sept. 22-25, according to a recent announcement by association officials. Convention headquarters will be at the Hotel Statler, New York City, with convention sessions held in the Skytop and exhibits set up in the adjoining Penn Top.

OFFSET...

QUESTIONS AND ANSWERS

Charles F. King will answer questions on offset. Write in care of The Inland Printer

Distilled Water Not the Answer

Q.—Recently I heard the statement made that there was no excuse for lithographers being troubled with differences in water from one locality to another. The speaker went on to say that if differences in water made so much difference in the operation of an offset lithographic press, it would pay the industry to standardize on distilled water, and everybody use it. This made sense to me, and I wondered if it had ever been attempted. The way I figure, it could not cost more than a dollar per day per press cylinder, and that would be cheap insurance against trouble which is supposed to be caused by water.

A.—If the differences in the composition of the water drawn from faucets in various parts of the country were the real reason why water on the press gives so much trouble, I am sure that distilled water would have been adopted a long time ago. I know that it has been used and in some instances its use abandoned. The real problem is, what should the composition of the water include. If this were known, chemicals could be added to distilled water or perhaps varying amounts added to tap waters.

Even with our limited knowledge, it is at present possible to adjust for many of the differences which occur in water supplies in various parts of the country. Since calcium and magnesium nitrate seem to work well in fountain water mixtures, the calcium and magnesium found in some well waters and other hard waters can be converted into these nitrates by the simple expedient of adding small quantities of nitric acid. (Bringing the pH down to 6.5

with nitric acid works very well in such cases.) I have even heard of calcium carbonate being added to waters which were originally acid, and this then neutralized with nitric acid. If water appears to be an insurmountable obstacle, distilled water may be used. However, the big problem still remains, how much of what materials should be added for what jobs and what inks.

Offset Printing on Envelopes

Q.—From time to time, we have come into possession of envelopes which have been printed all sides bled on reverse side similar to the envelope enclosed herewith. Recently we have had an inquiry for the production of such an envelope. Our pressmen tell us that these envelopes cannot be reproduced on our Davidson Offset, nor can they be produced satisfactorily by letterpress.

A printer friend of ours advises us that there has been a special machine developed for such printing and that it is a patented or copyrighted process on which franchise rights must be paid. If you have any information regarding this process, will you kindly advise us.

A.—The envelope you enclosed was printed by offset, but I do not know on what kind of press it was printed. I know that there are a number of special envelope presses but those with which I am best acquainted are letterpress. I hope that if any readers of this department know of a press which is being used to print an all-over design on the back of an envelope after it has been made up, they will write to me.

SPECIMEN REVIEW

BY J. L. FRAZIER

ITEMS SUBMITTED FOR CRITICISM MUST BE SENT FLAT, NOT ROLLED OR FOLDED. REPLIES CANNOT BE MADE BY MAIL.

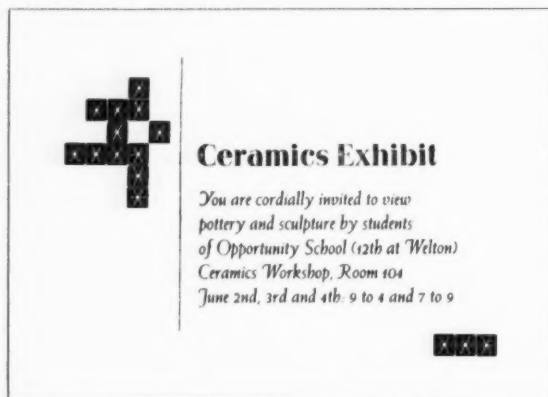
JOHN GUY of Natal, South Africa.—There's glamor in the work you do. Layout features original ideas, and color is employed in highly effective ways. We regret that the nature of the work, and number of colors employed, is such that it would be an injustice to attempt reproduction within our limitations. You have heretofore sent us work we could reproduce, so maybe you'll do so again.

RICHARD J. HOFFMAN of the College Press, Los Angeles, California.—You remain on our list of top-flight typographers in the country, original ideas and fine taste in every respect being the featured fine qualities. Some of the many pieces you so generously sent will be bobbing up as illustrations in this department, as space and proportions permit, for some time in the future. Seeking what we can not give you, a suggestion for improvement here and there, you help us make these pages more attractive, and more helpful to other readers than they would be without your help.

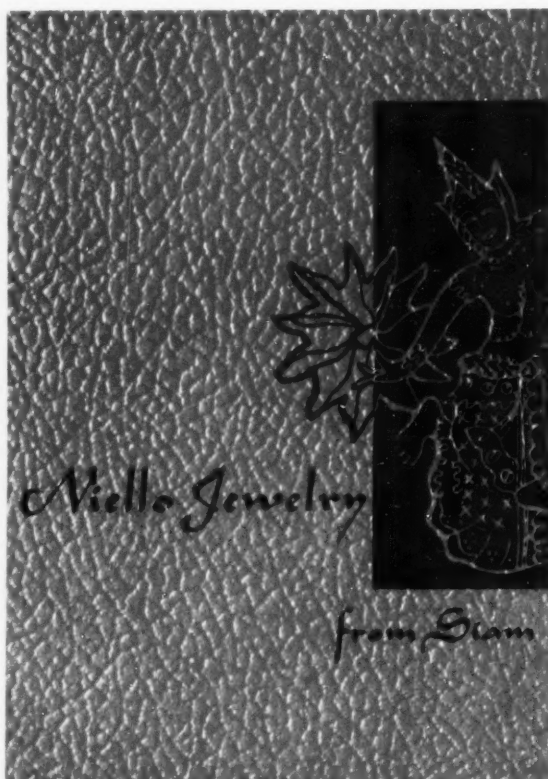
DEXION LIMITED, London, England.—"Scope on Dexion" is an interesting magazine, and the cover in deep brown, red-orange, and light yellow is very striking along ultra modern lines but without being freakish as attempts in that direction too often are. "Dexion News," your other publication, promoting metallic fixtures for setting up shelves and storage bins, also does its job well, although typography of text on inner pages is not well spaced, too much space appearing between words than there should be. This results in a spotty effect which is disconcerting. Best word spacing is the least amount which definitely sets words apart—no more. Presswork is good.

TUCKER-CASTLEBERRY PRINTING COMPANY, Atlanta, Georgia.—You have done a great job on the *Second Annual of Advertising Art*, a thick, spiral-bound brochure for the Art Directors Club of Atlanta. As would be expected, content is made up of reproductions of

ONLY SINGLE-COLOR WORK IN THIS ISSUE



Characterful announcement by Theodor Jung, Denver, handling of which seems highly suitable. Original is in brown on a rough India tint card



Type, illustration, and the paper (here indicated in color) combine to give booklet cover by Wallace Kibbee & Son, San Francisco, an exotic look. Color of stock used for original is a rather deep terra cotta hue

illustrations by local artists. These are of good size, properly, and the excellence of the paintings and drawings is matched by the excellence of your presswork. The high standard of the work in every detail thoroughly justifies the brief copy in your advertisement on the final page which reads, "Faithful interpretation of your art and photography into printed impressions." That is all there is to it—aside, of course, from your name and address at the bottom—but it is powerful advertising for any printer.

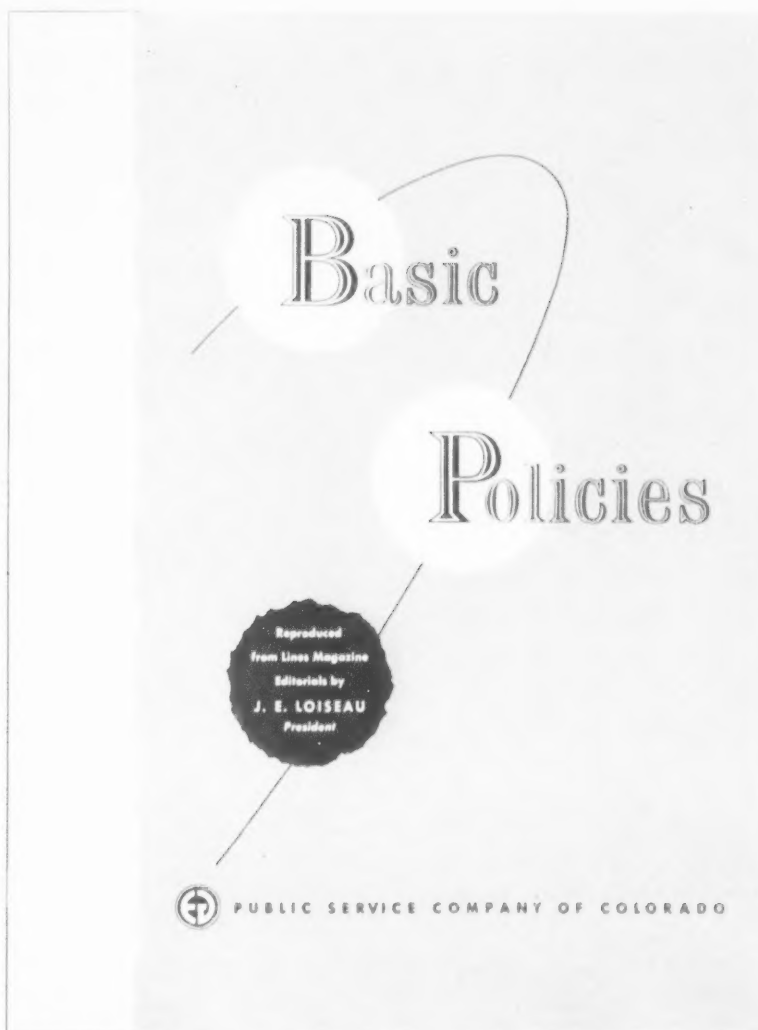
LOWE PRINTING COMPANY, Hamilton, Ontario.—Attention to your folder announcing installation of a new offset press has been delayed because, envelope bringing it having been separated, we had to do some research to learn where you are. Your city's name doesn't appear on the folder. We suspected Canada and finally awoke to the fact you *would* be a subscriber, and found you are. The folder is one of the best we have seen heralding installation of new equipment. Space is too tight to go into details, but we must say the folder represents high achievement in the combination of powerful elements, display type, and illustration, which, despite power and weight, has bullet-like penetration on the consciousness of the reader. Smash effects need not be frightening or disturb reading as the exceptionally fine layout, composition, and color break-up of this big folder demonstrates. Order is the leading quality.

THE A. L. GARBER COMPANY of Ashland, Ohio.—In stitching your cover, "Printing Craftsmanship, a Tradition in Ashland," outside the letter-size brochure which is loaded with illustrations in four-color process for the Simmons furniture organization, seems to us a ten-strike in smart advertising for any printer, especially considering that the brochure is so remarkably well printed. Making an overrun of an order for some prominent concern and sampling it should be highly effective. You have printed the pages

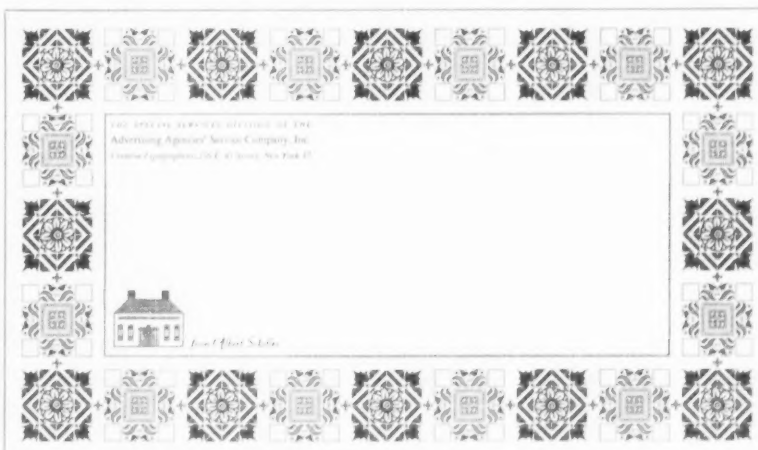
of your cover in most striking fashion, all four being attention-compelling and highly readable at the same time, something which is not always the case. Features commanding attention in much work we see are too often disturbing and do not function in what is more important, getting the story read. We'd like very much to reproduce one of your pages, but we can't do the work justice in two colors because it is printed in three: black, red, and dull light yellow. Just to check with you good printers of Ashland, our preference among your four pages is the second.

G. H. PETTY, Indianapolis, Indiana.—Now and then we are asked for ideas to follow in getting out this or that type of job. Sometimes inquirers want actual samples to go by, and we regret we can't oblige. It would take a barn loft to maintain a supply of just what readers want when they want it. The point of bringing this up in this item is that novel ideas for birth announcements, we believe, would top the list of what readers ask for, with ideas for silver and golden anniversary brochures a close second. You have sent a birth announcement which is a natural in case the parents' name is White. The front of your wee French-style folder carries the appealing copy, "New Occupant of White House," embellished with a cute thumbnail sketch of a baby, this worked in nicely with the type. Statistics—birth date, weight, name, and such—are attractively presented on the center spread. While there are no flaws in the job, it is not fitted for satisfactory make-up in these pages. There are a lot of Whites in this land, however, and it is possible this item will help others having other names. Ideas are stubborn things; usually they don't come just when they're needed.

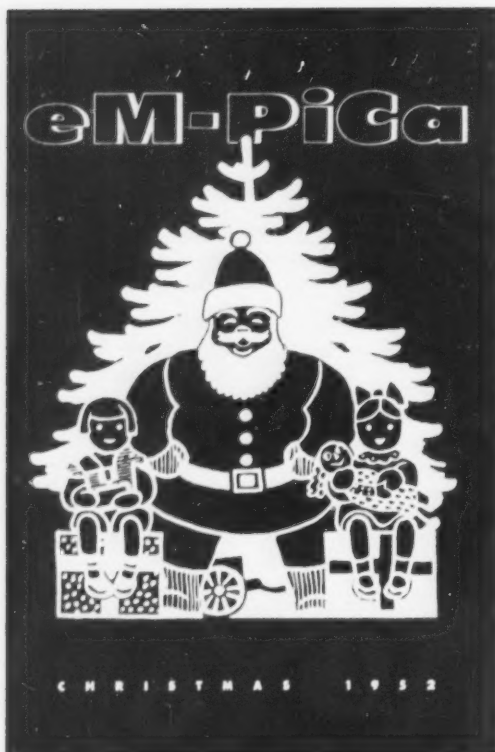
PHOTOTYPE ENGRAVING COMPANY, Philadelphia.—We're late, we realize, in offering our congratulations on your completing fifty years in business and on the beautiful brochure issued to commemorate that event. It is beautiful. Habit is a tenacious thing. Nine out of ten—or better—brochures and catalogs with the page area of 108 inches, determined for one reason or another, are nine inches wide and twelve inches deep (or high) despite the fact that an oblong page of equal area, with the width twelve inches and the height nine inches, is more distinctive and often allows for a more dramatic layout of illustrations and type, one more orderly and comprehensible besides. Layout of this brochure is as modern as today's skyscraper, with only the sounder modern qualities embraced, bleeding of illustrations, unconventional massing of white areas, et cetera. As should be the case, halftone illustrations feature the noteworthy piece, and these are both exceptionally made and printed in fine fashion. In several instances, comparatively narrow halftones extend the full depth of the page and bleed off at top and bottom, simulating the appearance of the architectural skyscraper in wide space. This exemplifies one of the leading modern principles that the vertical is a line of strength. Steps in the making of engravings are dramatically illustrated



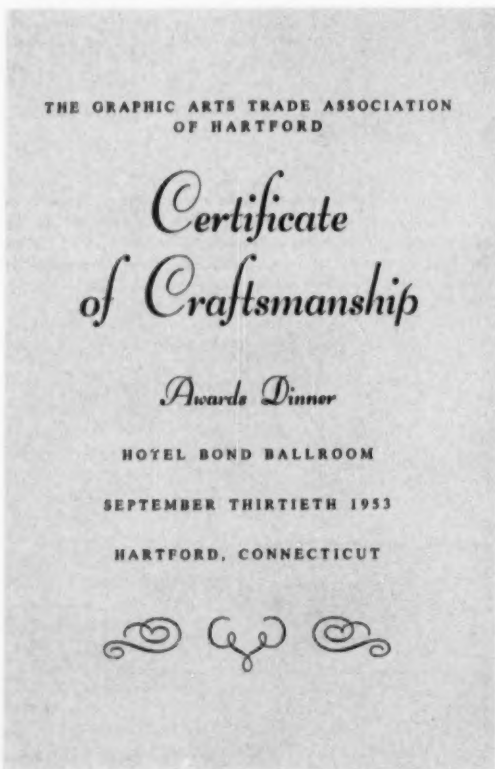
Dynamic, characterful brochure cover by Hoflund-Schmidt Typographic Service, Denver. Original is in two colors, black and gray, but we approximate the gray with benday, making it a one-color job, as the original might have been. As our reproduction demonstrates, a two-tone effect has some of the attributes of two-color printing, a quality from one impression well worth considering. Production is simplified and cost reduced when the work is done by offset, as this page was originally produced



As has often been stated in this department, there is no good reason why most one-color printing should be in black. Original of this big envelope by Albert Schiller, of New York City, is in brown on gray stock. Mr. Schiller heads a new special service division of the company as its director of design and sales



One printing in red from reverse plate and the conclusion has to be that, in a case like this cover, nothing could be finer or more appropriate. It's from a Christmas issue of magazine for employees of the Mack Printing Company, Easton, Pennsylvania



A cover of distinction, purely typographical. Regrettably, we don't know printer who, in handling it, revived commendable practice of letterspacing caps for better appearance and readability

with outlined duotypes in black and orange, favorite second color for such plates. We hope the many printers and buyers of printing who received this remarkably fine item of yours will take the hint and go all out for themselves.

WETZEL BROTHERS of Milwaukee, Wisconsin.—You didn't ask for this, and we rarely comment on items of printing when review is not requested. You have been so good to keep us on your mailing list and let us see different issues of the series of your original self-advertising that we're going to explain the nature of the vehicle and say, on the side, what we and hundreds of others realize—that you rate with the really outstanding printing concerns of the country. Standard in different mailings is a folder with short front fold to provide for printing your name at the top-right of the back extension to permit filing by customers. Indeed, it is a glamorous file folder. This is of heavy weight, rough textured, white paper suggestive of hand-made quality. On the left side of the folder when opened, page two is regularly devoted to one of your key men who work with customers and, sometimes, to distinguished customers who have contributed to the city's advancement. In the issue now before us that citizen is Karl O. Werwath, president of the Milwaukee School of Engineering, and one of the enclosures is a halftone display of grouped items of printing you have produced for the school. Enclosed also, and decidedly interesting, is a leaflet entitled, "Case History," relating how the creation and execution of the important work were accomplished by your house. For as long as we can remember, the house of Wetzel has been synonymous with fine printing, and Wetzel promotion consistently demonstrates the uncommon ability of your organization to make good on the most difficult assignments.

LASKY COMPANY of Newark, New Jersey.—We have known Joseph Lasky and of his standing as an authority on words, their use, and proofroom practices, also that he operated a printing plant, for many years. So, when we received your charming keepsake booklet, "An Unpsychological Dictionary," we naturally supposed the writing was Joe's. It was a surprise, therefore, but no shock, to find the author named on the title page is P. K. Thomajan, whose toying with words has delighted us on other occasions. On each left-hand page of the booklet, the letters of the alphabet, in large Bodoni caps, are printed in a pleasing brown of yellow rather than red hue. In most instances, there are two such initials on each such page, sometimes only one. On facing right-hand pages, words starting with letters dis-

played on facing left-hand pages are listed with Mr. Thomajan's definitions, not Webster's, following. Indeed, some of Mr. Thomajan's "words" aren't to be found in any dictionary. While the definitions bring a chuckle, they make sense. Just for example, alimony is defined as *belle toll*; cackle as *fowl bawl*; fall guy as *goat-between*; and ghost writer as *jessay-ist*. The novelty of all this will make a favorable impression and cause most copies to be kept or passed around. Appearance is in harmony. Composition throughout is in the clean-cut and elegant Bodoni Book—accents, like the big letters on left-hand pages in the regular, but in second color already noted. Layout is excellent, and the fine paper—disclosed by wide margins and wide line spacing—adds to the good effect. The cover is a



To be noted in this book label by Theodor Jung, of Denver, is the harmony in both tone and design qualities of the Lydian type, ornament, and border. The original is printed in gray on a fine grade antique paper of dull salmon hue

beauty. Stock is of a grayed yellow-brown on which type is printed in white, an oversized "A," starting the title, which is over a near-square solid panel in "gold," also used for a six-point rule which strikes across the page, edge to edge, about two-thirds down. The title, quoted, is above this gold band, the single line, "A jest-pocket word-book," below. This color combination is one we don't recall having seen, and a beauty.

ROBERT W. CROOKS, Coopers-town, New York.—The work of the New York State Historical Association which you submit—at least most of it—is of good quality. It is thoroughly dignified, always readable—just what it should be to be in character. It is good to see that you, among a very few,

are keeping Caslon from total eclipse. Advertising, and not book typography, now has most influence on type use and, too often, the decision favors types that are new, regardless of intrinsic merit. This is not to say that later book types are inferior because they're not. Some are even better than Caslon, to our way of thinking, at least in the full range of sizes. A number are superior in the small sizes, but Caslon imparts an atmosphere all its own, is perfect for the best item you submit, the folder of the Farmer's Museum welcoming members of the Sixth District Medical Society of your state. Even now, we sometimes see advertisements in which the major display is set in Caslon. They stand out display-wise, and characterfully,

ascenders and descenders, are helped by addition of one- or two-point leads, or more, depending on size of type, the larger the more extra space. To repeat in a way, the work is not glamorous, which we think would be inappropriate, but it is made pleasing through uninvolved layout and readability.

CLARENCE O. PFEIFER of Rochester, New York.—Before getting at the business of commenting on the specimens you submit, we want to congratulate you on two things: your golden anniversary as a firm and for scoring in three of the six typographic contests you have entered. It is of more than passing interest that your father established the business in 1903 with \$40 with which he bought an 8- by 12-inch platen press and

Proofs

FROM THE **University of
California Press**

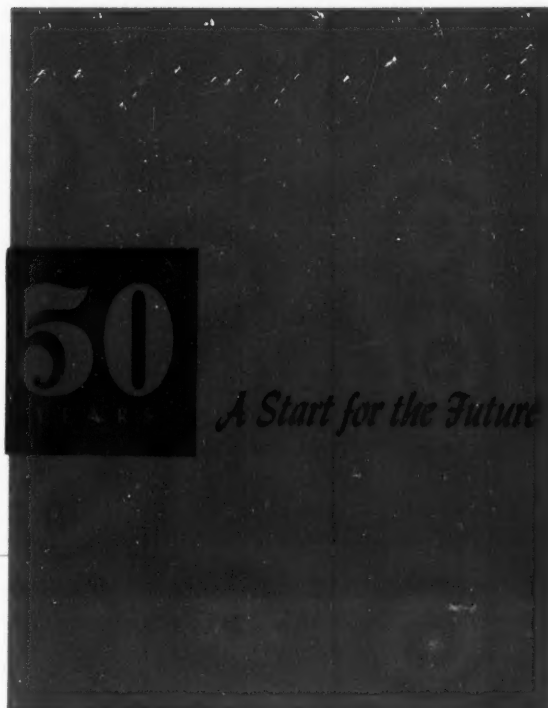
BERKELEY 4, CALIFORNIA

Please Return Proofs
Promptly in this Envelope

There is no question but that to have printed this design on large proof envelope in black would have been comparatively tragic, yet, from habit, many would have done just that. Printed in red, it shouts for instant attention

The tones of brown on toned stock of this folder are beautiful. From our vantage point, we see more and more rebellion against the traditional black in one-color work, and printing in two or more colors. Why not? You use one type we could stand seeing less of, Century Bold. For the effect tone-wise which it reflects, Bodoni would be much better because it is better designed. You could use your Caslon for everything you do, judging from the samples you have sent us, and the consistent use of it would contribute an identifying quality which is always, like a trade mark, worthwhile. One fine quality in what you do is that you practically always space out lines. Even types like Cloister and Bodoni, which have the longest

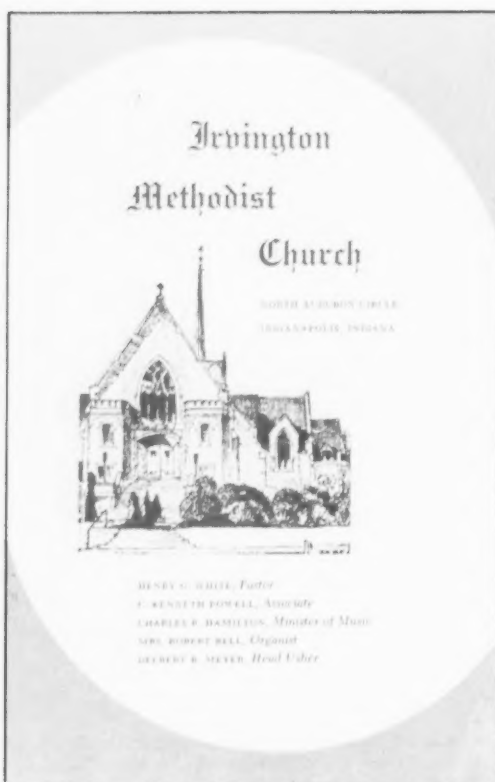
nine fonts of type. It is cheering to note that when you and your brother, Emerson, entered the firm in 1923, the first thing your father did was to advise you to subscribe to THE INLAND PRINTER, that you obeyed and have been subscribers ever since. We assume that your father was a subscriber for some years before, else he wouldn't have recommended our magazine to you. We're proud of all that, also of the fact that you continue to think highly of our publication. There isn't an item among the many you have sent but which is above average, and some are really outstanding. Among these best ones are the 25th anniversary brochure of Ancient Craft Lodge and stationery for Carl C. Ade, Lee Halperin, and the Ralph Collier



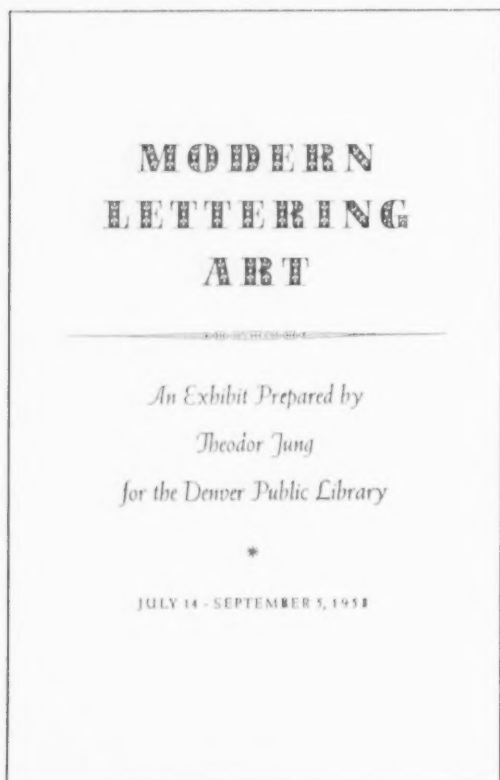
Design's position violates balance and proportion, isn't artistic, but packs wallop. Brochure cover—original in deep on light green—of the Standard Pressed Steel Company by Gray & Rogers



Hjalmar Erickson, Lund Press, Minneapolis, is both ardent churchman and typographer. His best goes into the bulletin of his church which he regularly handles. Suitability is increased through use of pink stock



Title page by G. H. Petty, Indianapolis. Printed by offset, it was comparatively simple matter to screen the interestingly-shaped panels across top and bottom which decidedly enliven the effect



Topped by conservatively decorative type and printed in brown on cream-toned stock, this page by Theodor Jung registers charm

Associates, the latter a real achievement in punch and distinction. We regret that in some of your work, as in the Collier letterhead and envelope, you "fall" for the idea of starting proper nouns, like the Collier name, with lower-case letters. Possibly you were just following the customer's orders. We admit we sometimes have to scratch bottom to come up with a criticism, and that's true in the case of your work. On occasions you combine too many styles of type in one design, and these combinations are often inharmonious as in the case of the Onyx (or equivalent) and the sans serif on the cover of the program booklet for Zima Temple concert of November, 1952. The second fault, noted in a few instances, is that of crowding lines too closely. This is noticeable—but not flagrant—in the lines of

close on a sweet note. Presswork, for which we understand brother Emerson is responsible, is good.

SEYLER-NAU COMPANY, Cincinnati, Ohio.—We have been too long recognizing those highly original and decidedly impressive folders you have been sending out. We were about to do an item several months ago when another arrived on the scene. Now, we have four, and a recitation of the virtues of each is out of the question. Cutest, and possibly most appealing—at first glance, at least—is one with folds in from both sides, ends not meeting but leaving about an inch and a half showing from the spread under the folds. A cartoon character in this space functions both for the unopened front of the folder and spread. Copy on the front of the two in-folds is highly effective, that on the one

THE NEWBERRY LIBRARY & THE
SOCIETY OF TYPOGRAPHIC ARTS
invite you to attend an illustrated lecture on

"The Italian Writing Masters of
the Sixteenth Century"

to be given by James Wardrop of the
Victoria & Albert Museum, London

At the 1020 Art Center, 1020 Lake Shore Dr.
on October 21st, 1953, at 8:30 P.M.

The precise regularity of even the least mechanical type makes the hand-wrought quality of fine calligraphy like this far more than acceptable where it belongs. No other printing of this announcement than in brown on India would be as fitting

sans serif just under the main line on the cover of the Zima booklet. For the least satisfactory item, we direct your attention to a menu—which we shall not identify—printed in black from comparatively light-toned type on a deep green stock. Your commentator, faced with this menu in the usual demi-lighted restaurant, would probably go out hungry. Printing to be clear must have adequate contrast between type and the paper on which it is printed, and there's little contrast on this menu. While, in some instances, you have worked out very interesting and effective combination borders, the one on the title of this folder is not of that kind. Its make-up, along with the over-display—too many accents—of the type matter, creates a disconcerting effect. Eyes of readers must not be directed first here and then there, "all over the lot," as some would say. We're glad to

from the left reading, "We hope you don't have the," and that on the right, across the cartoon, "wrong idea about us." This display is more effective with the words, "wrong idea," in bright red to match the face in the cartoon, which is red, because you have not told your prospects some of the things you are able to do. With the folds turned back and their insides augmenting spread, there are cute cartoons with differing expressions, usually surprise one way or another, in keeping with related sentences in type below them. "I had no idea you could do a four-color job like this" is a good example. Suitable adjectives would be appealing, impelling, convincing. The front of another folder depicts an ancient stonecutter chiseling hieroglyphics on the medium of the time and is titled, "O.K., run off 5,000 copies," those being the words of a second character, the customer,

who seems highly pleased with the stone-cutter's efforts. Probably, just to stick our neck out, we'll vote for the folder titled, "The Customer is Always BRIGHT." Our prime interest in design, layout and typography may be responsible for that choice. The title on the attractive front page gets the page off to a good start, and the final word, besides being in caps and underscored, is in reverse in the background color plate printed in a pleasing light yellow-olive, over which the remainder of the title and most of the line illustration are printed. Turning to the inside pair of pages, we find two large display lines, first, "Some of Our Customers," followed by several small lines reading, "know as much about letterpress printing as we do. They furnish us with type, layout, plates, and, in some cases even the paper." This is followed by the second display line, "other customers leave everything to us." This is followed by related copy in the following text. It is a very smooth job, comparable to the old reported practice of polishing the apple for teacher; only it is a grown-up version and not subject to criticism.

A. CROMBIE MCNEILL, Ottawa, Canada.—Congratulations on your mailing folder, "It's Amazing," which is not only excellent in layout and typography but which, in text and illustration, represents about the best explanation and demonstration of the offset process we have seen. Front page of the French-style folder effectively utilizes a simple line illustration of the printing elements of the offset press—water and ink fountains, plate cylinder, cylinder for rubber blanket, and impression cylinder. It's so simple that anyone should understand the principle of operation. The working section of an offset press is shown by a large halftone on the first inner opening of two pages along with text headed "What is Offset Lithography?" This is simply yet dramatically presented. On the next opening to the size of the sheet there is a further dramatic presentation, "Black and White or Color." At the left side—bleeding off there and at top and bottom—there is a large halftone showing various samples of work. This is printed in black while at the right side, and also bleeding off, there are four halftones, respectively and from top to bottom, the yellow plate, red and yellow together, red, yellow and blue, and, finally, the complete illustration with the black impression added. All text is presented between these side bands of illustration in an effective and creditable manner. In view of the excellence of the piece in the more important respects, we feel reluctant to mention the "flies in the ointment." Composition of the text block with lines irregular along the left side instead of being flush is a handicap to reading besides being rather unpleasing. This mode of handling may be quite acceptable with a few lines, but many readers, after finishing one line, may have difficulty finding the start of the second. If one doesn't like composition in even measures, then, to get the variety and freedom seemingly desired, let the lines be irregular along the right rather than left. We dislike seeing your name "a. crombie mcneill" wholly in lower case.

THE SPECIAL SERVICES DIVISION OF THE
Advertising Agencies' Service Company, Inc.
Creative Typographers, 216 E. 43 Street, New York 17



from Albert Schiller

Envelope design by Albert Schiller, of New York, having the characteristic flavor usual in his typography

BEAUTY IN PRINTING

Number One.



Chicago Press & Trade Job 3114 Made Denver

BEAUTY IN PRINTING: 2



One-color covers emphasize character potential of simplest treatments. By Theodor Jung, Denver, the delicate one is printed in brown on gray, the other in deep green on a rough-textured warm-toned paper

R. R. DONNELLEY & SONS COMPANY

PRINTERS
BINDERS • ENGRAVERS
LITHOGRAPHERS



350 East Twenty-second Street
CHICAGO

For as long as we can remember, proof envelopes of the great Dannelley organization have been like this, and, although often seen, it has never become tiresome, or looked old. Indeed, it is like the best of trade marks, one look is enough. In various sizes, originals are printed brown on a toned stock

BY H. D. BUMP

THIS DEPARTMENT WELCOMES PROOFROOM QUERIES AND COMMENT

A Thought on "ed"

Q.—What's your thought about Lino-type operators who divide words ending in *ed* with the *ed* on the beginning of the next line; for example, *develop-* on the end of one line and the *ed* at the beginning of the next line. I don't like it, but it is very difficult to fix most of the time.

A.—As a rule "subordinate to the rules of good spacing," the University of Chicago Press *Manual of Style* advises: "Do not, except in extreme cases, carry over a syllable of two letters." Our little book on word divisions—which would make a nice Christmas gift to any compositor, and that's free advertising—says: "Two-letter divisions should be avoided wherever possible, especially at the ending of a word of three syllables, that is, it is preferable to use a two-letter division at the beginning than at the end of a word." (That, in itself, is a peculiar sentence peculiarly punctuated, but that is the way we found it in the book.)

To get into ancient history, when we embarked on our apprenticeship on IP, it was an error noble in proportion to let an *ed* go through. Many were the lines reset to avoid it. High were the alteration bills. We have come to see that the old ways weren't final perfection, but a prejudice against *ed* stays with us. Two-letter divisions *should* be avoided wherever possible, taking time and costs into consideration.

Post Office Statement

Q.—I have just read your October issue, and noted the Post Office Statement of Ownership, Management, and Circulation taking up half a column. I have talked to post office officials about the facts of life. I assume that space in IP is valuable. You can save some of it.

It isn't necessary to print everything on the mimeographed sheet you sent the PMG. Note my marks on the attached clip. That's all you need to print. I read about a hundred publications, and each year I tell one of them how to save this space. I firmly intend to get through the whole list. Do you think I will make it? Why print something nobody reads?

A.—On the surface, this may appear of little interest to proofreaders, but if this gentleman succeeds in his project, he will save them an annual bone-dry bit of reading. He whittled IP's statement down to almost nothing. Also, at the rate he is going, his grandchildren and other descendants are going to get very bored with that ancient man hanging

around—writing one letter a year. The post office isn't going to get rich from him.

Publishers should have regular heart-to-heart talks with local supervisors of mail. We learned this recently when redesigning a masthead for another magazine. As with the statement of ownership, the masthead doesn't need to be messed up with all that 4-point type. The post office is maligned and misunderstood. Just ask your postmaster.

A Fan Is Slipping

Q.—I always enjoy your "Proofroom." It is usually the first thing I read in THE INLAND PRINTER. This time I did the Quiz first.

I know what you mean about disliking the term "prove the galley." However, my *American College Dictionary* says:

"Proof—13. Print. *a.* a trial impression as of composed type, taken to correct errors and make alterations. *b.* one of a number of early and superior impressions taken before the printing of the ordinary issue."

"Prove—6. Print. *etc.* to take a trial impression of (type *etc.*)."



Read every day something
no one else is reading. Think every day,
something no one else is thinking. Do, every
day, something no one else would be silly
enough to do. It is bad for the mind to be
always a part of unanimity.

—CHRISTOPHER MORLEY

L. H. LANE COMPANY, INC. EFFECTIVE PRINTERS BOSTON

Fifth in series of four-page card folders by L. H. Lane Co., Boston. Designed to stand on desk or hang on wall, original was printed on yellow stock in red and black, with calendar on inside

An expression I don't like, but which doesn't bother me much when a printer uses it is "prove up" a galley. If a radio announcer used the expression it would irk me because he should know better. I am still struggling with pressmen's terms—sheetwise, work and turn, tumble sheet, turn and flop, work and whirl. I never had to learn the difference, but was interested and learned some of them. That is why I am a better editor than proofreader, I suppose.

A. Are we slipping, that you should give yourself the quiz first? How did you score?

Other dictionaries go right along with the *American College Dictionary* about *prove* and *proof*. Distinguishing between the two words is simply a nasty little nicety we like to observe. We like to let lawyers keep *prove*.

We have noticed that some printers use one expression to mean one thing while other printers use some other words to mean the same thing. We go along with the gag. Gallies are "proofed" at the printery with which we are most intimate.

Everything Are Crowded These Days

Q.—We are asking your assistance to determine the right verb to be used in the following sentence:

"DSR and other transportation (is) (are) less crowded now."

For your information, "DSR" stands for "Detroit Street Railway."

The problem seems to be whether there is a compound subject, or a single subject with compound adjectives.

We are awaiting your decision. Thanks.

A.—This is one of those deals where much depends on what the writer had in mind—whether he was thinking plurally or singularly. We rather believe that he was thinking of transportation as one thing. Therefore, we would say "DSR and other transportation is less crowded now." That must make Detroit a lovely place in which to live. Unique, too.

Final Abbreviations

Q.—I am an assiduous reader of your very interesting and instructive section "The Proofroom" which appears as a normal feature in THE INLAND PRINTER.

Please accept my sincere congratulations for the immense help you must be to many a proofreader with your enlightening and clear answers, and for the keen sense of humor with which you approach every subject and which makes you so pleasant to read.

Will you be so kind to tell me, when the last word in a paragraph is abbreviated, should another period be used, besides the one corresponding the abbreviation, to end the paragraph?

Example: "The whole problem must be thoroughly studied, calculations on water gradients etc."

A.—Thanks to our friend in Mexico for this letter, which was "pleasant to read." We allow such flattery to appear in "The Proofroom" occasionally so that the management will appreciate us.

In the example, the period which indicates that "etc." is an abbreviation also serves as the period which ends the sentence. No other punctuation is necessary unless a question mark or a mark of punctuation other than the period is needed, in which case the essential mark closes the sentence. Example: "Must the whole problem be studied thoroughly, calculations on water gradients, etc.?"

All Is Not Well

Q.—This from *Atlantic Monthly*: The stress placed on agriculture and consumer goods was the most candid acknowledgment yet that *all is not well* in the Soviet economy."

How about "not all is well. . . ." For instance: All is not gold that glitters. Not all is gold that glitters.

A.—At the risk of offending our severest critic who says that there are times when we don't answer questions thoroughly, we really would like to wrap this up and send it to *Atlantic Monthly* where it was spawned. We became acclimated to "all is not well" early in life and have learned to love it. Those who prefer "not all is well" may say so. We felt fine this morning, and all was well, until we woke up.

Usually Travel in Pairs

Q.—Is it ever correct to use a parenthesis mark alone, or must parentheses be used in pairs?

A.—The only use of a parenthesis minus its mate that we can recall is when the mark is used to follow a lower-case italic letter or a lower-case roman numeral in tabular, outlined, or similar work.

Mailing card from the House of Dyal, New York, strikes a note of gentle humor. Original, printed on government postal card in black and archid, had a 1/16-in. bleed border in silver on all four sides

Dear Lord if you will please **BLESS**
our Customers, and our Suppliers through
all the new year, you won't be troubled
too much with us ★ Their Prosperity and
Happiness will solve most of our problems.

—Paul Dyal

THE HOUSE OF DYAL, Sales Promotion Printing and Advertising,
30 Irving Place, ORchard 4-0623, New York 3, N.Y.

BOOKS FOR THE PRINTER

The Inland Printer maintains a Book Department and copies of the Book List may be obtained by writing the magazine, 309 W. Jackson Blvd., Chicago 6, Ill. When so noted, books reviewed here may be obtained by sending money order or check with order. Price includes 35¢ handling charge.

Classics of Italian Calligraphy

THREE CLASSICS OF ITALIAN CALLIGRAPHY has been published by Dover Publications, Inc., 1780 Broadway, New York 19, N.Y.; price \$3.95. This book is "an unabridged reissue of the writing books of Arrighi, Tagliente, and Palatino," with an introduction by Oscar Ogg and a bibliography by A. F. Johnson. The plates have been reproduced directly from books in the Newberry Library, Chicago, and are considered faithful reproductions of the originals. The book is important to the modern development of calligraphy and type because the Chancery Cursive, which so greatly influenced later styles of writing and type forms, is one of the most fruitful sources of inspiration for the modern letter artist. The Palatino section is especially interesting because his writing book included "every sort of ancient and modern letters of all nations."

Printing Is a Business

PRINTING IS A BUSINESS is a new book to be published by J. W. Rockefeller, Jr. & Associates, 140 Cedar St., New York 6, N.Y. This volume, which will deal with the business aspects of printing, follows the same firm's *Report on the Printing Industry*, which was published five years ago. The book includes a discussion of changes which have taken place in the industry during the past five years and their effect on printers, advertisers, and large purchasers of printing.

Announce Supplement to RS-3

The Research and Engineering Council of the Graphic Arts Industry, Inc., has announced a January publication date for the next supplement to its publication RS-3. The publication lists nonconfidential research and engineering projects that are in a state of development, as reported by individuals and companies in the industry. Copies may be obtained from the Council, 719 Fifteenth St., N.W., Washington 5, D. C.

Care and Use of Rollers

CARE AND USE OF PRINTERS ROLLERS has been published as the first report in the pressroom series planned by the Research and Engineering Council of the Graphic Arts Industry, Inc. The report, which was three years in preparation, presents comprehensive discussions of roller characteristics, troubles and failures, cleaning methods, and proper care during use and storage. Copies of the report, punched for standard 3-ring binder, may be obtained from the Council at 719 Fifteenth St., N.W., Washington 5, D. C. Price is \$3.

Bruce Rogers' Reminiscences

PI, by the noted book designer, Bruce Rogers, was recently published by World Publishing Co., 2231 W. 110th St., Cleveland 2, at \$6. The book, a collection of letters, papers, and addresses by Mr. Rogers, was described in detail on pages 47-48 of *THE INLAND PRINTER* for December, 1953.

Graphic Arts Workbook

WORKBOOK FOR THE GRAPHIC ARTS, by George M. Halpern, who conducts *THE INLAND PRINTER*'s "Pressroom" department, has been published by the American Technical Society, 850 E. 58th St., Chicago 37. The price is \$2.50 per copy. The 100-page book contains exercise, study, reference, shop project, and home study material, as well as various tests under 14 headings.

Designed for all graphic arts education levels, the book covers the origin and development of the graphic arts; identification of processes; elementary typography, presswork, and imposition; bookbinding; the intaglio, planographic, and silk screen processes; paper and papermaking; printing inks; and plant safety.

THE COMPOSING ROOM

BY WARD K. SCHORI

QUESTIONS WILL ALSO BE ANSWERED BY MAIL IF ACCOMPANIED BY A STAMPED ENVELOPE. ANSWERS WILL BE KEPT CONFIDENTIAL UPON REQUEST.

Printers Should Be Sales-Minded, Specialize

Bernard J. Snyder, chairman of the composing room problem committee of the Research and Engineering Council of the Graphic Arts Industry, thinks that printers should do two things to make their businesses more profitable.

First, he thinks they should become more *sales-minded*. And by this, he doesn't mean they should always be thinking about selling more printing, but should be thinking of the salesmanship of the printing they do. They should strive to make the printing better so it will do its job more effectively. The bulk of printing today is advertising, according to Mr. Snyder, and the primary purpose of advertising is to sell merchandise. If it fails to sell merchandise, it will soon be eliminated, and the printer will lose his most lucrative customer.

Secondly, Mr. Snyder thinks that to be more effective, printers could well afford to specialize even more than they do today. And by *specializing*, his idea is that printing work should be broken down into even finer divisions according to the kind, class and purpose of the job. It isn't enough that one plant do composition for the trade, and another plant do presswork. Each plant should develop its specialty and work out methods that will be more effective.

The two ideals, however, are not separate and distinct things. They work together. The printer who is sales-minded will be continually thinking how the printing he is doing can be done to better advantage and will thus gradually be turning out such excellent work that he will find he has developed a specialty. And when he thinks of ways to do a job better, he will not be thinking how he can cut corners and do it cheaper, because a cheaper job may be the most expensive in the long run. The "better way" will be the method that makes the finished job a better sales tool.

A job of printing that is done to save money may be so ineffective that it actually costs more when the sales it brings in are considered. On the other hand, a job that may cost a little extra to produce will do its selling job, so its price is cheap in comparison with its results.

The printer who is a mere mechanic may do well enough at producing a job, but in the long run may kill the goose that lays the golden egg—namely, *sales*. The sales-minded printer will create more work for his plant and for the industry.

In "Barney" Snyder's own plant, the American Typesetting Corp., Chicago, he

practices what he preaches. As a result he has built it up into one of the largest composition plants in the Middle West. Barney at one time was a Monotype operator. He was one of the best, and when he decided to get into selling, his employer begged him to stay on the job. He insisted upon leaving a high-pay job and taking a lower-pay job which gave him an opportunity to get at the problem of printing from the customer's point of view.

Today his plant is built around the job—or jobs—that it is doing. It is a typesetting plant of specialists. One whole row of frames is devoted entirely to catalog work, and men who are assigned to that work know from experience just how to go about putting a page of a sales catalog together.

Far off in another corner of the shop, one lone man works day after day on the job of correcting pages for an encyclopedia. He is surrounded by hundreds of galley racks containing the 45,000 type pages of the original edition. He gets the new type from the Monotype room, hunts out the page to be corrected, and changes

Practices What He Preaches

"Barney" Snyder likes to get to the fundamentals of composing room practice and economics. That's why he is chairman of a



BERNARD J. SNYDER

special committee of the Research and Engineering Council. He puts his ideas into practice in his big Chicago typesetting plants, too, and that's why it's refreshing to hear him express some of his ideas in the accompanying article.

the form. After he proofs it, the page is put back in its assigned galley where it waits until the publisher is ready to get out the new edition.

That's just a sample of the way Snyder's plant operates.

"A Monotype operator can't do the work of a Linotype operator," said Barney, "and yet both are called 'printers'; both belong to the same union, pay the same dues, and the end product of each man's work is type for printing."

He follows this literally in the layout of his plant. In one area is a group of slug-casting machines, while in a separate room Monotype keyboards click busily to furnish punched paper rolls for the Monotype casting room.

Through Barney's hands goes a great variety of work, but on every job, he figures how it can be done most efficiently, by having different machines, different men and even different companies handle different kinds of composition.

For example, on a different floor of his Chicago building, he has a company to do advertising composition for agencies. This is the nationally-known Bertsch & Cooper typography plant, one of the original partners of which was Oswald Cooper, the type designer. Another one of the original partners, Edwin B. Gillespie, is still with the company in an advisory capacity, although he is over 80 years old (see *THE INLAND PRINTER*, January, 1953). Mr. Snyder purchased the company last year, but most of the men who are doing the Bertsch & Cooper work have been with the typography plant for 20 to 30 years.

"These men are experts at fine spacing and have a feeling for layout. They may not be layout artists themselves, but they know how to interpret a layout for an expensive national advertisement," says Mr. Snyder.

Both the fine typographers, who work on national advertisements, and the specialized catalog men are engaged in the process of producing a piece of printed salesmanship. It is the printer's job to interpret each message so that it does the best possible job. The problem is different in the different classes of work.

Barney even has a team of planning specialists. If a manufacturer or distributor is thinking about a catalog, this team will go to his plant, work with the customer and do a complete job of planning. If the customer has Snyder's plant do the work, this service is free. Or if the job goes to another plant, there is a fee charged.

"It's a profitable deal in several ways," according to Mr. Snyder. "The catalog is

planned to do a selling job most efficiently, and the customer is more likely to be satisfied with results. Also by having type men prepare the plans, a job will go through the plant smoothly at the lowest possible cost."

Because of his desire to do things better, he's taken a very active part in the work of the Research and Engineering Council of the Graphic Arts Industry. He was one of the main speakers reporting on progress of research work in composing room problems at the annual meeting of the council in St. Paul.

Type Specimen Book Gets Award For Excellence in 1953 Show

The Type Manual of Walter T. Armstrong, Inc., Philadelphia advertising typography plant, has been awarded a certificate of excellence by the American Institute of Graphic Arts at the 1953 Printing for Commerce Exhibition.

A ring binder has a steel blue Fabrikoid cover. The pages are alphabetically indexed with section dividers which list all the type specimens that follow. Letter tabs are plastic coated. Each specimen sheet has complete alphabets for tracing letters in display sizes. Text sizes are presented in neat blocks that permit satisfactory visualization.

At the bottom of text type pages there are charts to expedite copy fitting.

Quick Identification Of Two-Column Material

In many shops that do newspaper or publication printing and have not yet adopted a non-distribution system, the two-column leads and slugs become a source of trouble as they find their way into the even-measure spacing material. One way to prevent this is to notch them by lowering the composing room saw so it cuts into the leads and slugs about 4 points when they are passed over the blade. Then, when the apprentice is breaking up pages, he will not put the 24½-pica spacing material into either the 24- or 25-pica compartment.—BOB SMITH.

Panel Chooses Improved Format

A panel of editors, executives and experts were judges who selected the format for the new, condensed Columbia-Viking Desk Encyclopedia being printed by Viking Press, New York. Sample pages of various type faces were submitted, and no indication of type face or source appeared on any page. Readers were asked to key their selection for reference ease and attractiveness. The consensus favored a two-column page set in slug-cast eight-point Times Roman. The new volume has 1,104 pages, whereas the original volume had 2,203 pages of three columns each.

Publishes Type Specimen Book

Philmac Typographers, New York City composition firm has issued a new catalog of one-line type specimens illustrating over 400 faces. With 12 pages and cover, the catalog has an 11 x 8½ horizontal format. Many new, exotic and foreign faces are shown as well as a large number of the standard types.

Your Slugcasting MACHINE PROBLEMS

By Leroy Brewington

Correcting Defective Type Face

Q.—I have been experiencing some difficulty with defective slugs. First, I was unable for some time to get a solid slug; but acting on your advice in regard to a plunger we fitted a new one, and now obtain a good solid slug such as the two I have sent you. You will observe that the face on one is good but on the other it is not. The defective face seems always to come on the front end of the slug. I thought the slugs had the appearance of not enough heat, but I find that the only way I can get a good face is by putting some metal into the pot. If I attempt to reduce the heat enough to produce a good face, the metal begins to freeze on the back of the pot and on the plunger rod.

A.—To avoid the spongy condition near the base we suggest that you increase the spring stress, as the new plunger is doubtless a close fit. Draw the pump lever spring to the front notch on the lever and try it that way for a while. If the slug does not fill out satisfactorily, remove the spring and lower the spring hook as far as it will go. This hook is where the lower end of the spring is attached. If you get some improvement but not enough, try one of the new heavier tension replacement pot pump lever springs. The coils are heavier and stronger and give quicker action.

A new semi-quick drop cam shoe for the pot lever cam is now available from the manufacturers. This will also aid in making a solid slug on an old machine. Also you may try wiping the plunger with dry graphite each time it has its daily cleaning. Be certain that the cross vents in the pot mouth permit the escape of the air from mold cell and throat.

Keep the temperature as high as the condition of the body of slugs will permit. A thermometer is a useful accessory to determine temperatures when you are in doubt. Keep the surface of metal in the pot about a half inch from the top of the crucible.

Slugs Kick Up at Ejection

Q.—What causes one end of slugs to kick up on ejection?

A.—This is generally caused by the tension of the spring plate spring being greater at the bottom than at the top. The spring plate spring should have greater tension at the top than at the bottom. The spring plate may be protruding too far and it is hard to get slugs to deliver in the pan. Take off the spring plate and renew the spring. Grinding the inside edge of the plate round will often remedy the trouble. This means putting a chamfer on the back

edge of the plate with about a 45° slope on the edge. On the old style ejector blade, the holes in blade allow too much play. Peen around the holes to tighten. Check for a loose ejector pawl on the ejector lever.

Metal Sticks to Mold

Q.—What causes metal to stick in the mold? The mold is cleaned and rubbed with fine powdered graphite. There are no scratches or nicks on the mold cell surfaces.

A.—Remove the mold from the disk. Take a piece of soft wood with a smooth end. To this end apply some crocus powder and oil. Rub the body of the mold and the cap where the ribs are until a fair polish is secured. Avoid rubbing the mold near the front or back edges. Polish with graphite before replacing the mold. This should prevent adherence of metal. There are several mold polishes on the market which are excellent. Names and addresses will be furnished on request if self-addressed stamped envelope is sent.

TTS Operation on Old Machines

Q.—What is necessary to convert a standard hand-operated linecasting machine to Teletypesetter operation?

A.—The regular keyboard must be replaced by a modified keyboard and other accessories arranged to accommodate the operating unit. The manufacturers prefer to install operating units only on low base linecasting machines. TTS equipment has been successfully installed on a Model L Linotype, and the operating efficiency is excellent, but it is not generally recommended, mainly due to the type of escapements on such old models and the fact that the linecasting machine manufacturers have practically made obsolete all models over 20 years old; parts are obtainable on these older models only in cases in which they are interchangeable on the more recent machines.

To take an operating unit from one model machine and apply it on a different model necessitates the conversion of some minor parts. This can be done in the field by a factory machinist at costs ranging from \$250 to \$500, depending on the various factors such as distance, machine model, and parts needed. The unit may also be returned to the factory and the work done there if one so wishes. If this is done there is certain necessary information such as machine model and serial number, that must be furnished to the manufacturer of the TTS equipment. The manufacturer will give you information if a field man is not available.

THE PRESSROOM

BY GEORGE M. HALPERN

QUESTIONS WILL ALSO BE ANSWERED BY MAIL IF ACCOMPANIED BY A STAMPED ENVELOPE. ANSWERS WILL BE KEPT CONFIDENTIAL UPON REQUEST.

Discarded Miller Feeders May Be Rejuvenated Easily

Thousands of Miller feeders for platen presses have been junked or discarded. In most cases they have given way to more modern, more profitable automatic presses. That's progress, and the industry is better for it because the newer presses operate faster and cheaper and are certainly more productive.

There are still many of these old machines standing in the corner, forlorn and unused because, with the passing of years, they became worn and would not feed stock satisfactorily. Many of the feeders were taken off because it was easier to hand-feed the press than to set up the feeder.

The Maine Printing Co., Des Plaines, Ill., a three-press shop, experienced difficulty with the Miller when it was brought up from a basement location four years ago to an atmosphere with lower humidity. The press just wouldn't run, and the pressman, Edward Muench, now general manager of this small printing concern, was about ready to give up.

Then the proprietor, Robert H. Falkenberg, was called back into the Air Force and Mrs. Falkenberg had to step in and keep the plant going. Although she had only been married a year and had had no previous printing experience, she kept the plant going with the help of Mr. Muench.

With the proprietor in the service and no extra help available, the old Miller would be an asset to the plant in spite of fact that two Kluges handled the bulk of the work.

"Just give me time to see what I can do to make it run," Muench said.

His tinkering, hand-machining of extra parts and adjusting took a lot of his spare time over a period of a couple of months. Now he's got a press that runs perfectly, and it's kept set up most of the time for letterheads, for which it is ideal. The Miller, representing a substantially lower investment, still performs its share of the work and earns its floor space. It's set to run at a steady 1,500 an hour, which isn't fast by modern standards, but it gets work done while the pressman works at the other machines.

The changes he made in the 10x15 feeder to turn it from a piece of obsolete equipment into a productive unit included the following:

1. Formerly only the center suction foot actuated the throw-off. If this foot picked up the sheet the press printed, even though one of the side feet failed, the sheet went wrong. If all the side

feet worked correctly, the sheet perhaps went to the guides correctly, but since the center foot didn't pick up the sheet, the press didn't print. These faults were corrected by alterations which made each foot actuate the throw-off.

2. Formerly there was only one blower to separate sheets in the center of the stock pile. Two additional copper tubes were spliced into the air supply and run up on either side of the old single center blower. After cutting holes through the front plate and adjusting these tubes to the same level, Muench was able to make two additional blowers. The three blowers now separate the sheets more surely and evenly without the characteristic humping up of the stock pile caused by having only one source of air.

3. Formerly, the paper pile feeder came up with one movement until it reached the suction feet. Muench made an adjustable feeler lever, which in turn actuates another lever and rod. This additional mechanism gives perfect control to the paper lift, making it work a single notch or step at a time.

So don't discard that old Miller feeder just yet. It may still do a job for you.

Eliminating Slurs

Slurs on the printed sheet come and go. It became a nuisance on some of the work where it showed up more often. It was also a puzzler and had the men in charge guessing. So once more a youngster with about 57 years experience came into the picture. This was a tough problem to solve. After all those adjustments, he had to get out and get under for more proof. He found about .024 space in the slurs, which, by the way, is plenty on any man's press, and a slur can appear at the gripper edge when printing is close to that end. So now what can we do to get rid of this one?

Running the register rack in did not do the trick, so he loosened the register rack and ran the cylinder down on the impression with the rack and segment in mesh, pushed the rack back towards the front end, ran the bed end back so he could reach those bolts with the wrench, tightened them up good and said, "Let's try this once." Sure enough that was it. A nice clean print once more on this press.—JOSEPH KOVEC.

Imitation Typewritten Letters

Q.—We are interested in securing information on how to produce imitation typewritten letters with our platen press.

A.—An imitation of actual typewriting is sometimes produced by printing through a piece of silk similar to typewriter ribbon. There are several ways to produce the ribbon effect. One of the most common methods consists of covering the form with a piece of silk. This is done by having a ribbon attachment added to your press. The attachment consists of two spools, for winding and re-winding ribbon, portably mounted to the bed of the press. As each impression is made, the inked form strikes the inked silk, which in turn transfers the image to the paper.

The ribbon comes inked in advance, but advocates of this process feel that the form should also be inked during the printing operation. If the form is inked in the normal fashion, a transfer of the ink to the silk ribbon will take place when the form meets the ribbon, thus preserving the life of the ribbon. Ribbons may be sent back to the manufacturer for reinking. The form itself should always consist of typewriter face type.

Ribbons may be obtained from nearly any reliable ribbon firm, but to the best of my knowledge, only one firm manufactures the ribbon attachment.

An alternate method of producing imitation typewritten letters on a platen press is to extend the silk between the gripper bars of the press so that the form will print through it when the impression is made. If this method is elected, the silk should be stretched rather taut. This method is used only for very small runs since it is uneconomical.

Always Job for Experienced Man

Q.—The printing department of the company for which I work seems to be leaning toward offset printing. I have been classified as a letterpress pressman, compositor or stoneman, and am now working as a Monotype keyboard operator. Would it profit me, at my age (42) to take up offset? If so, would you send me the name of some competent offset school in the immediate vicinity.

A.—I know of no school in your immediate vicinity; however, if your company is interested in your learning the trade, perhaps some training program could be worked out. If I were you, and our ages are not too different, I do not believe that I would worry too much about a shift to offset. Type must be set either in

metal or photographically in order to be printed by offset lithography. It might be well to acquaint yourself with the latest methods of photo-typesetting, and methods of converting letterpress to offset (you will not learn these things in any school of which I know).

Furthermore, I have no fears that offset lithography will replace letterpress printing, and a man with all the experience you have had need not worry about a job.

Machine Wrapping

Q—As stationery printers, we have a great deal of wrapping to do. We cannot seem to relieve the constant bottleneck in our wrapping and shipping department, since all wrapping is done by hand. What suggestions can you offer?

A—Why not try a ream wrapper! You can purchase one which is flexible for your specific needs. Average production is ten packages per minute, and only one operator is required to handle the machine. The size ranges are: width 17 to 22 inches, length 22 to 34 inches in basic increments of 2 inches each. Change-over time is rapid, averaging 15 minutes. Packages come out completely wrapped, sealed, and labeled.

A second suggestion might well be for you to read the current literature (magazines, periodicals, etc.) relating to work simplification, shipping methods, etc. THE INLAND PRINTER has been running an exceptionally fine series on "Work Simplification" since its May issue. Magazine advertisements are additional important sources of information for the printer. They are usually geared to the manufacturer's latest products.

Printing Envelopes

When printing envelopes, this trick is especially useful for the small orders such as 50 or 1,000 runs. Instead of gluing a patch on the top sheet, extract one envelope of each size and brand from the carton, mark them as to source and make ready on them. The make-ready envelope

is then buried under the packing, in proper position, the job run off, then the envelope is put away for use the next time. Mark the amount of packing needed on each envelope.—*The Centralite*.

Fireproof Press Tapes

If your pressroom has a bad record for delays because of fires on the presses which burn the tapes, try soaking the tapes in a solution which the Government Printing Office in Washington uses.

Make a solution of 1½ pounds of Borax, 1½ pounds of boric acid, and ¼ teaspoon of Fuchine, in two gallons of water. Soak the press tapes overnight, dry and use. Treat reserve stock, too, re-rolling when dry. Fuchine is a red dye, used only for identification, to determine which tapes have been treated. It may be omitted or any other dye may be used. After treating with this solution, the tapes will be fire resistant (not necessarily fireproof) to a considerable degree.



SBA Co-operates With Banks On Small Business Borrowing

Small business enterprises were interested in steps taken by the Small Business Administration to build up cooperation between itself and the nation's bankers and other private lenders in meeting the credit needs of companies which have been unable to get private financing.

The SBA, successor to the Small Defense Plants Administration, took over the task of helping small business when the Reconstruction Finance Corporation was abolished last July 30. Late in November Wendell B. Barnes, acting small business administrator, sent to more than 16,000 banks a letter and leaflet explaining the agency's program for cooperation rather than competition with private lending institutions.

The leaflet noted that such institutions had done and would continue to do an outstanding job in meeting the credit needs of both small and large business. But it was pointed out that legal and other restrictions make it difficult for private lenders to help small business in all instances, and that cooperation between the SBA and bankers could make a real contribution to the economic health of small enterprises and the nation.

The SBA was set up under the Small Business Act, which stipulates that the agency cannot make direct loans unless applicants have first made sincere and genuine efforts to get credit from their banks. SBA field offices have instructions that an applicant is not eligible for a direct loan unless he has a letter from his bank or banks refusing to make the loan or participate in it. "This procedure," said the leaflet, "illustrates the steps taken to cooperate rather than compete with banks."

Quick Ink Test

An important factor to consider in your printing is the consistency of the ink you use. Put a spot of ink between your index finger and your thumb. Now touch your fingers together, separate them, and see what happens. Does the spread of ink break quickly? If your ink is short, the thread breaks easily in the finger test. If your thread holds or resists, it has "tack." The ideal condition of ink for running solids is a short buttery type of ink without tack.—*The Centralite*.

Skin Troubles Caused by Paste

Pressmen often form the habit of placing make-ready paste on the back of the left hand when making a spot-up overlay sheet. Skin specialists frown on this practice because it can lead to irritations and even to cancer. They recommend a paste can with a strap attachment. A substitute is a piece of ordinary gummed tape which is fastened around the wrist.

Converting Solids

Very few presses can perfectly ink greater than 50 to 60 per cent of their rated size where solids are concerned, without some accessory or meticulous care with rollers, ink, and make-ready. If no accessory rollers are available, inks must be suited to the press, rollers, running speed, and paper. As the solid plate passes under the form rollers, the latter, during the first turn, are deprived of more ink than they recover from the inking system. Rollers should be in the best condition and set as light as practical for good inking at running speed. The set should be examined as the atmospheric conditions change and as friction develops heat during the run. Rollers as well as ink make a great difference.—*The Centralite*.

SBA participation in a loan is limited to 90 per cent of the total amount, and maximum loan to a single borrower is \$150,000. Maximum maturity date is ten years, and minimum interest on the portion of the loan that SBA agrees to purchase on demand is five per cent. SBA may participate on an immediate or deferred basis, except that if deferred participation is available, immediate participation is ruled out. Within these limitations the bank makes and administers the loan, fixes the interest rate, and pays SBA a small fee varying with the extent of its participation and designed to encourage maximum participation by private lending institutions.

Davis Heads Government Bureau

John D. Davis of the Mead Corporation has succeeded Leonard Pasek of Kimberly-Clark Corp. as director of the Forest Products Division, Business and Defense Services Administration, Department of Commerce. Mr. Pasek is now National Production Authority assistant administrator. Mr. Davis, assistant to Mead's operating vice-president, is on loan to the government and was formerly assistant director of the Defense Mobilization program's pulp, paper and paperboard phases.

Hobbs Heads Paper Section

Dr. Robert B. Hobbs is now chief of the National Bureau of Standards Paper Section, which conducts research in paper chemistry and technology. Within recent years the Section developed an all-glass paper and resin-bonded papers with high wet strength for use in military maps. Dr. Hobbs has served the Bureau for 20 years as an Organic and Fibrous Materials Division staff member.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES

Weather-Resistant Stock

Flex-Stik, specially-designed, weather-resistant stock for outdoor display use, was recently made available by Kleen-Stik Products, Inc., 225 N. Michigan Ave., Chicago 1. Made of .006-inch paper stock saturated with a rubber cellulose compound and surface-coated with a tough plastic film, Flex-Stik is said to be suitable for letterpress, offset or silk screen printing, and is available in sheets or rolls for use on all standard equipment. Self-sticking adhesive backing permits easy removal of the stock from any surface when desired.

New Raised Printing Colors

Virk-Opaque, a new line of colored opaque thermographic compounds, is said to permit production of vivid, uniform color effects on any colored stock with one impression at regular press speeds. Produced by Virkotype Corp., 111 Rock Ave., Plainfield, N. J., the new raised printing compounds are available in red, green, yellow, pink, and white, as well as the widely-used gold and silver shades. According to the manufacturer, strong pigmentation makes it possible to maintain true color on any colored paper background, including all of the dark tones and black.



Table top of Portelvalor can be raised 14 inches

Adjustable Materials Truck

For moving heavy loads from loading dock to storage or from storage to pressroom, Hamilton Tool Co., Hamilton, Ohio, is producing the Portelvalor, a hand truck with adjustable-level carrying table. Rollers on the table top ease the moving of loads on and off the truck. The 18x20-inch table surface, which has a capacity of 2,000 pounds, can be raised by hand crank from a minimum height of 20 inches to a maximum of 34 inches. Details on the device are in Bulletin P-53, available from the manufacturer.

Indelible Marking Inks

For marking paper or metal tags, and any industrial purpose where ink colors must survive water, solvents, bleaches or alkalis, a new line of indelible marking inks is said to be the first ever developed that will withstand the solutions and temperatures of modern industrial processing. Manufactured by DRIFLO Mfg. Co., 642 E. Ten-Mile Rd., Hazel Park, Mich., the inks are produced in 12 standard colors, with others available on special order.

ERSCO All-Purpose Salesbook

A multiple use salesbook, said to have several advantages over salesbooks in current use, was recently introduced by ERSCO, Bronx 72, N.Y. Designed so it is applicable to every kind of business, according to the manufacturer, the new salesbook is constructed to withstand a maximum amount of rough treatment in daily use.



Low-cost printing frame takes plates up to 20x24

Low-Cost Printing Frame

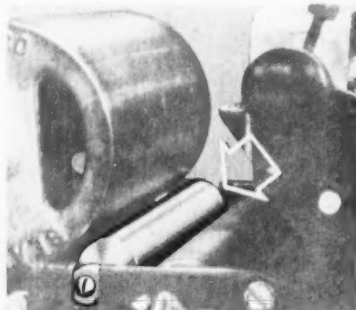
A low-cost printing frame and arc lamp combination that will accommodate presensitized plates up to 20x24 inches has just been introduced by nuArc Co., Inc., 724 S. Western Ave., Chicago 12. The combination includes an all-welded steel printing frame with glass set in solid extruded aluminum, a motor and pump capable of maintaining 24 inches of vacuum, bleed valve and pressure gauge, and the nuArc N-20 portable arc lamp. Bulletin 210, published by the manufacturer, gives complete specifications.

Industrial Truck Lube System

Elwell-Parker Electric Co., 4205 St. Clair Ave., Cleveland 3, has announced that its line of industrial trucks is now available equipped with centralized lubrication systems. Use of the Lincoln Engineering Co. Centro-Matic lubrication system permits greasing of truck bearings in a single operation.

Heavyweight Rider Roller

Weighing five times more than the standard half-pound rubber rider roller ordinarily found on small Multiliths, an all-steel roller is claimed to produce a noticeable improvement in presswork results. Because of its increased weight, according to the manufacturer, the new Hefty-Roller "works" the ink more efficiently, giving more uniform ink distribution, better control, and almost complete elimination of ghost images. A descriptive folder on the new roller, which is also available in an all-brass model, is available from the manufacturer, Litho Engineering & Research, 3241 Eastlake Ave., Seattle 2, Wash.



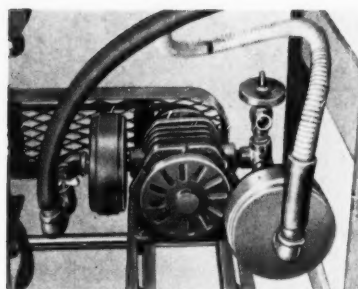
All-metal rider said to improve Multilith inking

New High Speed Litho Film

A new litho film, said to be the fastest exposing orthochromatic film available to the industry, has just been introduced by Chemco Photoproducts Co., Glen Cove, N.Y. According to the manufacturer, density and contrast have been advanced to the maximum and complete development latitude fully maintained, while exposure time has been considerably reduced under all conditions. The film is coated on cellulose triacetate, commonly known as "low shrink base," to lessen register problems.

Color Masking Reproducer

Production of the Gelb Color Masking Reproducer, said to convert any process camera into a precision color masking camera, has been announced by Jos. Gelb Co., 356 W. 40th St., New York 18. The device makes possible the reproduction of all required color masks, photo-composed transparencies, and color separation negatives, either by contact or enlargement, within a single darkroom. The reproducer consists of a portable three-point register chase of optional size, a Gelb 4x5 projector with filter holder, an automatic interval timer, and a 20x24-inch composing and light table equipped with a three-point register bar.



The new pump kit for suction fed folders gives vacuum or pressure. Made by Dexter Folder Co.

Pump Kits for Folder Operation

Complete pump kits for use on Cleveland or other suction fed folders are now available from Dexter Folder Co., Pearl River, N.Y. Each kit consists of a Dexter-Conde Dri-Air pump, filters, muffler, pulleys, belts and pipings, fully assembled and board-mounted ready for installation. Four sizes cover all current types of folders. Pulley sizes are based on 1750 rpm motor speed, and pulleys for 1450 rpm motors may be specified at no extra cost.

Dexter-Conde Dri-Air pumps, now standard on all Cleveland folders, are of the oil-less type, and are designed to provide clean, oil-free vacuum or pressure. Carbon-graphite alloy blades are chemically inert and stick-proof. They are self-lubricated and are said to become increasingly efficient as the pump is used.

Neoprene Flexographic Gum

A new gum for use in flexographic (aniline) printing is being produced with a Neoprene base to give a higher degree of resistance to the swelling and etching effects of fast-drying alcohol and oil base inks. Made by Stereotype Equipment Co., 2815 Irving Park Rd., Chicago 18, the gum is said to retain all the characteristics of natural rubber. It is available in any hardness needed.

Mirepel Litho Fountain Solution

Three new products for the commercial lithographer and offset-duplicator plant have been announced by Magnet Sales, 262 Mott St., New York. Patents have been taken on formulas for Mirepel fountain solution, plate cleaner and patch-up. Literature on the products is available on request.

Ludlow Condensed Gothic

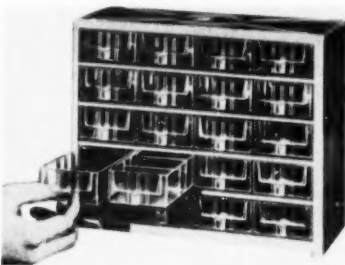
A condensed gothic, called "Record Gothic Condensed," is now available in Ludlow matrices in a range of sizes from 6- to 48-point, according to an announcement by Ludlow Typograph Co., 2032 Clybourn Ave., Chicago 14. The manufacturer has also prepared a special folder suggesting best uses for this face.

Development Work Continues On Dow Etching Process

The Dow etching machine, designed to take advantage of a new powderless etching method for magnesium plates, is currently being field tested in selected segments of the graphic arts industry.

Research has shown that the new etching method was feasible by utilizing certain additives in the nitric acid bath which automatically "powder" the sidewalls of the image, forming an acid-resistant film. Since the filming action is continuous and self-healing, a nearly perfect sidewall etch is said to be obtainable.

At present the method has only partial application to average photoengraving requirements, being limited to line work. When methods adapting it to halftone and combination plate work have been perfected, it will be released for general commercial photoengraving use. Inquiries on details and availability of the new etching process may be directed to H. E. Swayze, Magnesium Dept., Dow Chemical Co., Midland, Mich.



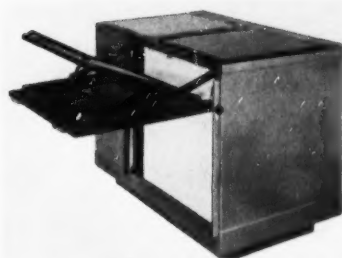
Plastic drawer cabinet stores small Lino parts

Plastic Small Parts Cabinet

For Linotype machinists, offset layout men, and others needing convenient storage space for small tools and parts, General Industrial Co., 5738 N. Elston Ave., Chicago 30, is producing a full line of See-Thru plastic-drawer cabinets. Drawers measure about 6x2 3/4 x 1 1/2 inches and are available in cabinet combinations holding from 8 to 128 drawer units. Over 750 combinations, including models with larger drawers, can be supplied.

Jogger for Gathering Racks

Evans Specialty Co., 407 N. Munford St., Richmond 20, Va., has introduced a jogging attachment especially designed to speed collating work with the Evans Model TU gathering rack. At the end of each gathering cycle, sheets are dropped into the jogger, which is mounted on the end of the rack, and are jogged into sets. The jogger may be mounted on any Evans TU rack now in use and is available as optional equipment on new models.



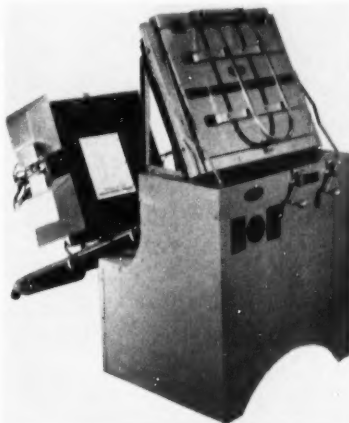
Office-type cabinet holds platemaking essentials

Simplified Platemaking Unit

Combining all the functions necessary for preparing printing plates for small offset duplicators, the new Star Fire platemaker is said to enable inexperienced personnel to produce good plates. The unit, made by Robertson Photo-mechanix, Inc., 3067 Elston Ave., Chicago 18, includes a full size vacuum printing frame, built-in high speed light source, stripping and opaquing light box, and an acid-proof rub-up surface. All equipment is housed in an office-type cabinet, said to save two-thirds of the space normally required for equivalent equipment.

Firm to Sell Process Camera

Merritt Lacey Corp., 31 Central Ave., Newark, N. J., has added to its line the Lacey-Luci Jr. process camera which, according to the company, was originally developed for Government mobile field work. Equipped with an automatic timer, four adjustable lighting reflectors, a calibration device and a hinged glass frame copy holder, the machine produces line, halftone and color separation negatives for offset lithographic plates and silk screen printing.



New process camera also functions as light table

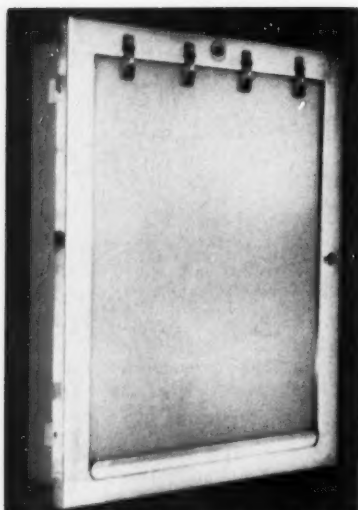
Ink for Transparent Proofing

An improved ink for making transparent film proofs has been announced by G. C. Cook & Co. Ltd., Camberwell Rd., London, S.E.5. The new ink is said to give an opaque positive proof without the need for dusting. It has been used by several large London litho printers with success, and is said to save time and improve reproduction by offset or gravure.

LUDLOW RECORD GOTHIC CONDENSED

Available in sizes from 6 to 48 point incl

Recommended for use in advertising display and text where tight set and readability are both needed, Ludlow Typograph Co. has introduced this face, here shown in the 24-point size, in Ludlow matrices



Marvin fluorescent viewer uses special reflector

Marvin Fluorescent Viewer

A new viewer, produced by Marvin Mfg. Co., 3071 E. 12th St., Los Angeles 23, features a specially-designed porcelain enamel reflector that is said to give an unusually even and shadowless light distribution. Two fluorescent tubes are used as the light source. The device, which is adaptable to either recessed or flush mounting, measures 20x17x3 3/4 inches and is equipped with a plastic viewing surface.

Therapeutic Hand Cream

To combat skin dryness and irritation caused by waterless hand cleaners and strong detergent cleaners, a new industrial hand cream has been introduced by the Chase Chemical Co., 1374 E. 170th St., Cleveland 10. Called Donovo, the cream contains a lanolin-menthol combination said to aid in preventing drying out of skin and to assist in restoring depleted skin oils.

Eastman Introduces Coating For Sensitizing Metal Plates

A new, plastic, high speed, photo-sensitized coating for preparing metal plates used in photolithography and photoengraving has been announced by the Eastman Kodak Co., Rochester 4, N.Y.

Known as Kodak Photo Resist, the coating is said to be a presensitized, water-insoluble coating which provides stability and high photo sensitivity. It is said to provide deep-etch plate quality with the speed and ease of albumin plate making.

When applied to metal plates, the coating provides a light-sensitive coating, but also serves as an acid-resisting material for various etching techniques. It is said to be unaffected by changes in humidity or temperature. Coating is applied by conventional whirler method, spraying with a painter's spray gun, or in a plate coating machine. Exposure times are claimed to average one-fourth those of usual plate coatings. Runs up to 900,000 impressions have been made with the new plate coating.

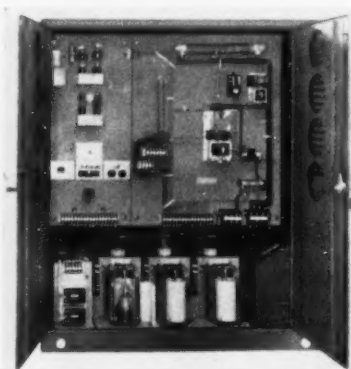
Spot-Lite Fluorescent Inks

A new line of fluorescent printing inks, said to be the first capable of producing vivid fluorescent effects with a single printing impression, has been marketed by the Canadian Radium & Uranium Corp., 630 Fifth Ave., New York, N. Y. According to the manufacturer, the new Spot-Lite inks are available in formulas suitable for letterpress, offset, gravure and aniline processes. The inks are activated by the natural ultraviolet in daylight and in artificial light.

Compact Variable-Speed Rectifier

For converting alternating current to controlled DC variable voltage for adjustable-speed motor equipment, a new mercury rectifier unit is said to provide substantial savings in weight and space. Known as the Xactron V*S drive, the device is being produced by Reliance Electric & Engineering Co., 1088 Ivanhoe Road, Cleveland 10. The first size, now in production, provides conversion suitable for 30-, 40-, and 50-h. p. drives.

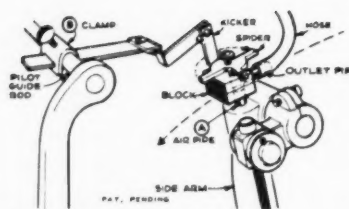
The complete device consists of the operator's control station; an adjustable-speed drive motor; and the control unit, which is enclosed in a cabinet about 5 feet square and 28 inches deep. In addition to savings in floor space, features of the unit are said to include smooth starting, stepless acceleration, close speed regulation, fast response, and high overload capacity.



Interior view of Reliance variable-speed control

Whitehall Is New ATF Face

American Type Founders, 200 Elmora Ave., Elizabeth 8, N. J., has introduced Whitehall, a roman face for handset text and display work, and said to be especially suitable for offset reproduction. Designed by Morris Fuller Benton, the face incorporates certain basic English old-style qualities with several features of more modern Bodoni letter forms.



New Spider-Trip double roll device for Verticals

Double Roll Trip for Verticals

A new device for use on any model Miehle Vertical press has been introduced by the Spider-Trip Co., 1078 Front Ave., St. Paul 3, Minn. Known as the Spider-Trip, the device will automatically double roll the press. It is said to be simple and sturdy, and it can be attached to any model in one minute. Besides allowing better inking, the attachment is also said to be useful when feeding heavy stock, as it allows the feed table ample time to raise itself to a feeding level.

New Dri-Stat Photocopy Paper

A new line of dry-process photocopying papers, made by the Dri-Stat division of Peerless Photo Products, Inc., Shoreham, L. I., N. Y., is said to give clear, sharp copies of a wide range of original material. The papers can be used with either the Peerless line of photocopying equipment or with most other makes of dry-process photocopying equipment now on the market. Improved results are made possible, according to the manufacturer, through a careful selection of materials that allows greater leeway in the range of original material that can be photocopied.

Develops Rubber Printing Plate Compounds Without Sulphur

Rubber printing plates which will wear better, have greater resiliency and are unaffected by long storage are promised through use of new, unvulcanized crude rubber printing compounds introduced by the B. F. Goodrich Co., Akron, O., and distributed by Econo Products, Inc., Rochester, N. Y. Free sulphur present in most rubber compounds often causes "bloom" resulting from the surfacing of the sulphur. The new compounds are said to be the first nonblooming printing materials ever developed. They are designed primarily for use in flexographic printing, but are also recommended for other letterpress applications. Plate life is said to be increased since there is no sulphur to crystallize in the plate, pit the plate or leave hard spots in the corners of solid areas.

The new compounds are available in a range of hardnesses.

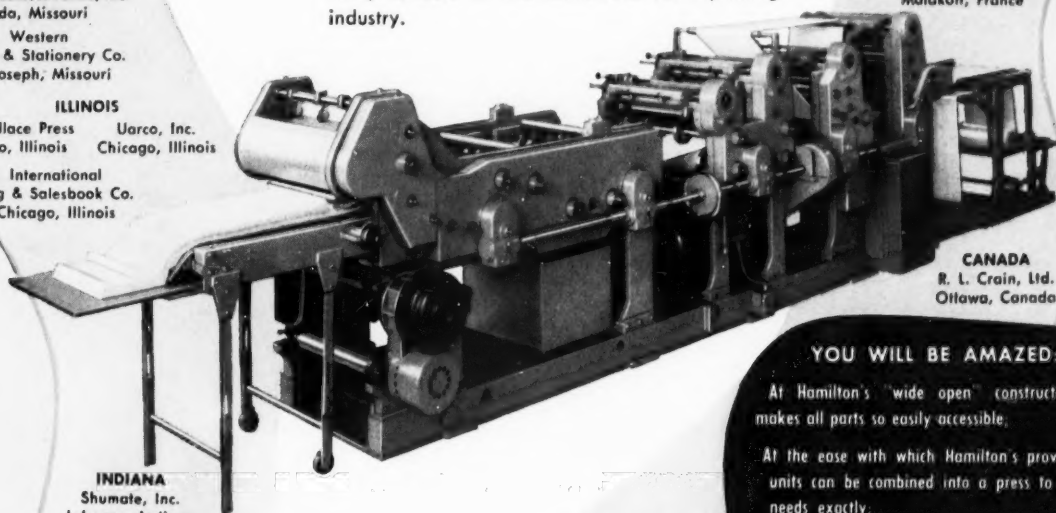
ALL KNIGHTS OF After the apprentice

* Recommended as especially useful for offset reproduction, this new face, known as Whitehall, is made by American Type Founders in sizes ranging from 8- to 48-point. Italic may be made later

HAMILTON 22" x 22" one color offset press with reversible rubber printing and face imprinting, face numbering, two punching machines, two cross perforators and length slitting and length perforating. Press also incorporates roll rewinding and zig-zag fold delivery. Zig-zag fold delivery shown.

HAMILTON WEB PRESSES CHOICE OF PRINTERS EVERYWHERE!

The sound judgment which you exercise when you select a Hamilton Web Press is endorsed by many leaders in the continuous form printing industry.



ARKANSAS
"Art-N-Sets," Inc.
Little Rock, Arkansas

GEORGIA
Ivan Allen Company
Atlanta, Georgia
Retail Credit Corporation
Atlanta, Georgia

MASSACHUSETTS
Philip Hano Company, Inc.
Holyoke, Massachusetts

MARYLAND
The Baltimore Salesbook Co.
Baltimore, Maryland

MICHIGAN
Rotary Farms Press, Inc.
Detroit, Michigan

LOUISIANA
Thos. J. Moran's Sons, Inc.
New Orleans, Louisiana

TEXAS
Ennis Tag & Salesbook Co.
Ennis, Texas
The Rein Company
Houston, Texas

NEW YORK
G. A. Ackermann Printing Co.
New York, New York
Elliott Ticket Company, Inc.
New York, New York
James F. Newcomb Co., Inc.
New York, New York
Vue-Fax Corporation
New Cassel, Westbury, N. Y.
Wilcox Press, Inc.
Ithaca, New York

SWEDEN
Aktiebolaget Fredr. Wagner
Malmo, Sweden

FRANCE
Perine-Guyot & Cie
Malakoff, France

CANADA
R. L. Crain, Ltd.
Ottawa, Canada

PENNSYLVANIA
The Reayburn Mfg. Co., Inc.
Philadelphia, Pennsylvania
The Standard Register Co.
(Atlantic Division)
York, Pennsylvania
Stephen Greene Company
Philadelphia, Pennsylvania

NEW JERSEY
Merck & Company, Inc.
Rahway, New Jersey
National Systems & Forms
Company, Inc.
East Rutherford, New Jersey

FLORIDA
The M. G. Lewis Printing Co.
Jacksonville, Florida

CALIFORNIA
H. S. Crocker Company, Inc.
Los Angeles, California
Sunset-McKee Company
Oakland, California

ALABAMA
International Paper Company
Mobile, Alabama

NORTH CAROLINA
Standard Business Forms, Inc.
Gastonia, North Carolina

MISSOURI
American Business Forms, Inc.
Nevada, Missouri
Western
Tablet & Stationery Co.
St. Joseph, Missouri

ILLINOIS
The Wallace Press
Chicago, Illinois
Uarco, Inc.
Chicago, Illinois
International
Tag & Salesbook Co.
Chicago, Illinois

INDIANA
Shumate, Inc.
Lebanon, Indiana

OHIO
The Egly Register Company
Dayton, Ohio
The W. S. Gilkey Printing Co.
Cleveland, Ohio
The Standard Register Co.
Dayton, Ohio
The National Cash Register
Company
Dayton, Ohio and
Washington Courthouse,
Ohio
The Reynolds & Reynolds Co.
Dayton, Ohio

The Hamilton
Autographic Register
Hamilton, Ohio

Premier
Southern Ticket Co., Inc.
Cincinnati, Ohio

The Stearns & Foster Co.
Cincinnati (Lockland), Ohio

The Shelby Salesbook Co.
Shelby, Ohio

The Rotary Printing Company
Norwalk, Ohio

The Miami Systems Corp.
Cincinnati, Ohio

YOU WILL BE AMAZED:

At Hamilton's "wide open" construction which makes all parts so easily accessible.

At the ease with which Hamilton's proven standard units can be combined into a press to meet your needs exactly.

At Hamilton's "fast start" on important jobs because of no make ready.

At the increased production achieved when all operations are performed in a single press run.

At the high speed and extra precision of the Hamilton Press, which assures you that your form printing business will be profitable.

The press you buy will be a vital part of your operation for many years to come. Make your competitive position secure by investing in a Hamilton Web Press.



Send for Hamilton Web Press Bulletin No. 5337 or submit your specifications for proposal NOW!

The **HAMILTON** TOOL COMPANY
900 HANOVER ST., HAMILTON, OHIO

Publication Corp. Announces Process for Gravure Engraving

A new development in gravure printing called the Alco process has been announced by Publication Corporation, 640 Fifth Ave., New York, whose Alco-Gravure division is the world's largest gravure printer.

The new process is a method of producing gravure cylinders from continuous tone positives by means of a contact screen and Dupont Ortho Rotofilm. It is said to make possible the duplication of any number of identical copies of a film resist from one master set of matched positives. The new processed film resist can be shipped

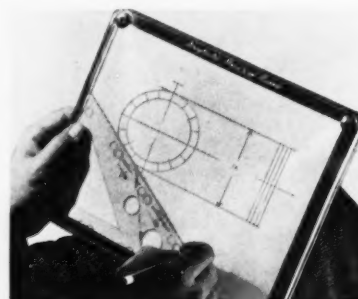
without special protection, eliminating the refrigeration methods sometimes employed in the shipment of present gravure tissues.

The process has been used experimentally in the Chicago plant of Alco-Gravure and will be used in the Hoboken and Los Angeles plants soon. The process is being made available to all gravure printers and engravers.

Portable Drawing Board

A briefcase-size drawing board, useful for art and offset departments as well as for printing salesmen, has been introduced by the Graphostat Co., 110 Eaton

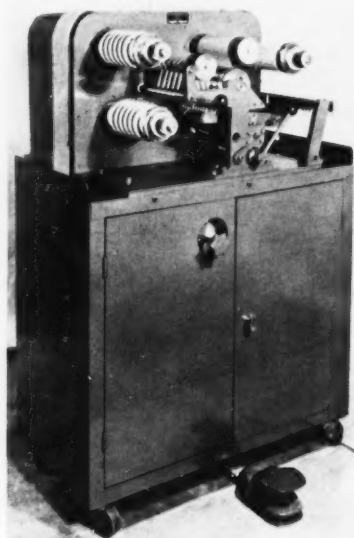
Pl., East Orange, N. J. Made of transparent plastic, the board weighs less than eight ounces. Four recessed corner clamps hold an 8½x11 sheet, and two retractable straightedges eliminate the need for a T-square. Triangles and rulers may be stored under tension clamps on the back of the board.



Graphostat precision portable drawing board

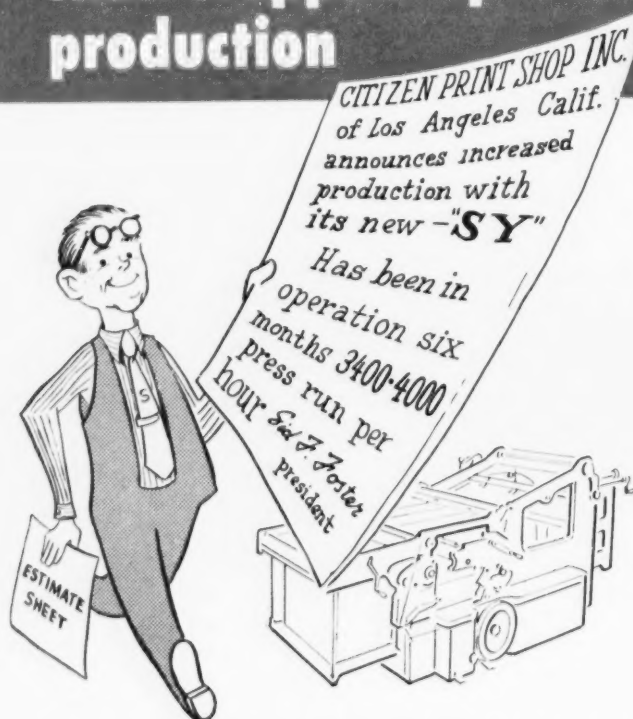
Portable Tape-Slitting Machine

A slitting and rewinding machine for pressure-sensitive tape, especially designed for work on short runs and special orders, is being produced by John Dusenbery Co., Inc., 271 Grove Ave., Verona, N. J. The machine, which will handle cellophane, plain or creped paper, and plain or coated cloth tapes, is adjustable in 1/64-inch stages for cuts from ¼-inch to 6 inches. Of portable design, the machine is said to be simple to operate and requires minimum set-up time.



Pressure-sensitive tape slitter for short runs

Here's the prescription that stepped up our production



MILLER PRINTING MACHINERY CO.
1115 Reedsdale St. Pittsburgh 33, Pa.

Copy and layout by
Mr. Sid F. Foster, President
Citizen Print Shop Inc.
Los Angeles, Cal.



Color Transparencies in Quantity

Color transparencies in sizes up to 11 x14 inches are now available in quantity lots for advertising, display, graphic arts and visual education uses. The Bebell & Bebell Color Laboratories, 2531 Church Ave., Brooklyn 26, N.Y., are said to have developed systems permitting a normal day's run of as many as 1,000 8x10 duplicates at competitive prices.



The first great suspension bridge in New York—opened in 1883—has stood the test of time. Planned for the Quality that assures safety, it is now ready to give better service than ever.
Photo by Todd Webb.

LETTERPRESS

Hi-Arts
 Ashokan
 M-C Folding
Book and Cover
 Zena
 Catskill
 Velvetone
 Softone
 Esopus Tints
 Esopus Postcard

OFFSET-LITHO

Hi-Arts Litho C.1S.
 Zenagloss Offset C.2S.
Book and Cover
 Lithogloss C.1S.
 Catskill Litho C.1S.
 Catskill Offset C.2S.
 Esopus Postcard C.2S.

Plan for Quality

Bridging the problems of fine printing is like bridging a river: the elimination of risk is a prime consideration. Greatest safety in letterpress or offset reproduction of photographs is found with genuine coated papers that have stood the test of time.

Cantine's Coated Papers

THE MARTIN CANTINE COMPANY *Specialists in Coated Papers Since 1888*
 SAUGERTIES, N.Y. Branches: NEW YORK and CHICAGO (In Los Angeles and San Francisco: Wylie & Davis)



At the Philadelphia printers' autumn luncheon, Harry V. Duffy (l.), of the Chilton Co., Philadelphia representative on the board of directors of Printing Industry of America, Inc., chats with the guest speaker, James J. Rudisill, PIA president, whose topic was "Good Management Is Good Sense," and Ralph V. DeKalb of Alfred J. Jordan Co., president of Printing Industries of Philadelphia, Incorporated



These printing, labor and education leaders were present at a recent luncheon at which architect's contract for a New York School of Printing building was signed, (seated, from l.): William Jansen, superintendent of schools; W. H. Friedman, chairman, Graphic Arts Educational Council; Betty Hawley Donnelly, executive secretary, and David M. Freudenthal, chairman, Advisory Board for Vocational and Extension Education; (standing) Walter A. Curran, president, New York Printing Pressman's Union No. 51; Charles E. Shatvet, board chairman, New York Employing Printers' Assn.; F. J. Tagle, principal, School of Printing; and C. F. Pertsch, associate superintendent of schools of New York City



Horace T. Hunter (left), chairman of the board, is here presented with his portrait in honor of his 50 years of service with the Maclean-Hunter Publishing Company, Ltd. of Toronto, Canada's largest printing and publishing firm. The presentation was made by the company's Quarter Century Club on behalf of the staff. Making the presentation are B. T. Huston and B. W. Spicer, 45-year employees

THE

MONTH'S NEWS

Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

Houston Group Schedules Southwest Exposition

A show described by its sponsors as "the greatest exposition of printing facilities ever unfolded in the Southwest" has been scheduled for July 3-12 at the Shamrock Hotel, Houston, Tex.

Called the Southwestern Graphic Arts Exposition, the event will also be a focal point for meetings of several trade conventions, including the Southwest Litho Clinic, the Southwestern Graphic Arts Conference and the 9th District Conference of the International Association of Printing House Craftsmen.

Sponsor for the exposition is Southwestern Graphic Arts Exhibitors, Inc., a non-profit corporation organized by the Houston Litho Club, the Houston Club of Printing House Craftsmen and the Houston Graphic Arts Assn. William H. Marting, owner-operator of Standard Printing Co., Houston, heads the sponsoring group, and O. K. Eden, executive secretary of the Houston Graphic Arts Assn., is business manager, with offices at 1108 Blodgett St., Houston 4.

Ninth New England Conference Aimed to Aid Small Printer

Initial plans for the ninth New England Conference for the Graphic Arts have been completed, and the event is scheduled for March 15 and 16 in Boston's Hotel Statler.

Among several exhibits being arranged especially to offer assistance to the smaller printer will be the second annual PIA Awards Exhibition of printers' and lithographers' self-advertising material.

General chairman for the event is J. Richard Jackman, of the Rumford Press, who will be assisted by Luther M. Child, Jr., Cuneo Press, vice-chairman; Howard Wallingford, of Tileston & Hollingsworth, treasurer; and Howard S. Patterson, Graphic Arts Institute of New England, secretary.

Schedule Boston Exhibition

A feature of the Eighth Annual Printing and Publishing Week in New England, Jan. 17-23, will be an equipment and printing exhibition in Boston's First Corps Cadet Armory. General chairman is Herbert L. Borden, Hub Offset Co.



PAPER


is the base
of the job!



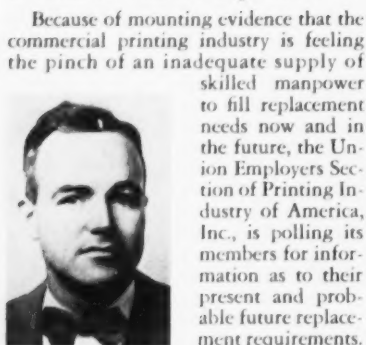
TICONDEROGA TEXT

Printers and lithographers everywhere know the feeling of quality that Ticonderoga Text gives to a printing job. It's economical and most dependable.

Ti-text comes in colors, Brite White and Cream, laid or wove finish—plain or deckle edges. Envelopes to match. In 60-lb., 70-lb., and Cover weight.


International Paper COMPANY
PAPERS FOR PRINTING AND CONVERTING
220 East 42nd Street, New York 17, N. Y.

To Poll Union Employers On Needs in Manpower



Edmund J. Flynn

Because of mounting evidence that the commercial printing industry is feeling the pinch of an inadequate supply of skilled manpower to fill replacement needs now and in the future, the Union Employers Section of Printing Industry of America, Inc., is polling its members for information as to their present and probable future replacement requirements.

The Union Employers Section is made up of union employer members of Printing Industry of America, national trade association whose 4,200 member firms do an estimated 85 per cent of the nation's commercial printing volume.

Results of the survey will be used as a basis for recommending to local joint employer-union apprenticeship committees necessary recruitment, selection, and training steps which must be taken to insure an adequate future supply of journeymen for replacement needs.

The program of the employers' group has been discussed with the international officers of the various printing trades unions, said Edmund J. Flynn, director of industrial relations for the Union Employers Section of PIA. These union officials recognize, he said, that the welfare of their unions is dependent upon the welfare of the industry.

In announcing the survey being made by the manpower and recruitment committee of the Union Employers Section of PIA, Mr. Flynn gave this background on the development of the problem:

"The printing and publishing industry is one of the 20 major groups of manufacturing industries in the United States. It is third in the number of establishments with 28,986; it is eighth in salary and wages paid with \$2,277,263; it is ninth in total number of employees with 715,000; and eighth in value added by manu-



Officials of the Hamilton (Ont.) Club of Printing House Craftsmen meet during the annual Ladies' Night festivities at Fischer's Hotel in Hamilton, (l. to r.): Jack Benson, entertainment chairman, and Mrs. Benson; Earl Wallwin, president, and Mrs. Wallwin; Mrs. Ivan Box, and Mr. Box, the first vice-president. The evening's program included dinner, dancing, and gifts for all of the ladies

facture with \$4,269,416,000. During the past 50 years the industry has grown three times as fast as the population—and it continues to grow.

"These statistical facts are impressive. However, hidden in one of the statistics is a story which is causing industry concern. The statistic relates to the number of employees. The story is found in the age of these employees.

"In the unionized segment of the industry, the average age of the employees is alarmingly high. For example, the average age of the members of the International Printing Pressmen and Assistants Union, the largest of the printing trades unions, is 53. While the age level is perhaps not as high in other unions, the general age level is high enough to cause both labor and management concern. The story bodes ill for the future. It means that shortly—in the late 1950s and early 1960s—there will be a large number of journeymen leaving the industry through retirement, death, disability, or for other reasons.

"One branch of the printing and publishing industry, namely commercial printing, has given the problem much thought. It foresees that recruitment, selection, and training of replacements is urgently needed if the industry is to survive. With increasing competition, the

commercial printing industry must be able to guarantee high quality production. Only an adequate supply of skilled craftsmen can do this.

"Printing Industry of America, the largest trade association in the commercial printing and lithographing industry, is taking the lead in tackling the problem, through the survey being conducted by its Union Employers Section. Members of UES, who are located in all 48 states, will supply the national association with information concerning their present supply of manpower.

"Although a future manpower shortage is perhaps not peculiar to the printing and publishing industry alone, the industry's approach to the problem is novel. It represents a long-range approach which can be successful only through the cooperative effort of those most vitally interested—employees and management."

Oregon Printing Group Elects New Officers

Members of the upstate division of Oregon Printing Industry met at Gearhart, Ore., for their seventh annual convention Oct. 31 through Nov. 1.

As their new president, OPI members chose Harry Garrett, Valley Printing Co., Eugene. Assisting Mr. Garrett will be Amy Bedford of *East Oregonian*, Pendleton, vice-president; Alice Vitus, Guide Printing Co., Klamath Falls, secretary; and Orrin Downey, of Durham & Downey, Inc., Portland, treasurer.

Members of the board of directors, in addition to the new officers, include Phil Bladine, Jr., *McMinnville News Register*, retiring OPI president; Lloyd Quick, *News Press*, Coos Bay, Ore.; and George Harrington, Columbia Printing Co., Longview, Wash.

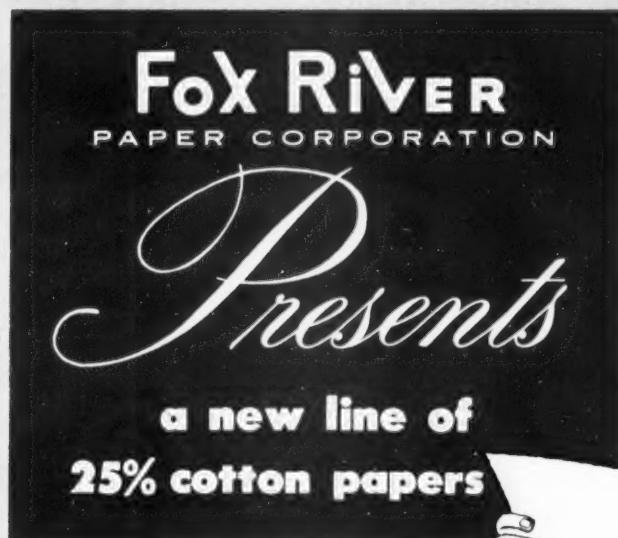
Interest at the two-day technical sessions centered around discussions of methods for increasing sales, advice on financial management for the printing plant, and reports from the Printing Industry of America convention.

Notes from the PIA convention were reviewed by OPI Secretary Alice Vitus; J. E. Turnbull, Shelton-Turnbull-Fuller Co., Eugene, and Glen W. Cruson, OPI general manager.

Conferring during the recent Oregon Printing Industry convention were (l. to r.): Phil Bladine, Jr., of the *McMinnville News Register*, retiring president; Milton E. Bell of Abbott, Kearns & Bell, Portland; Alice Vitus of Guide Printing Co., Klamath Falls, new vice-president; J. E. Turnbull of Shelton-Turnbull-Fuller Co., Eugene; and Glen W. Cruson, general manager of the Oregon Printing Industry group



to America's printers...



- ➡ Fox River Bond
- ➡ Fox River Opaque
- ➡ Fox River Ledger
- ➡ Fox River Onion Skin
- ➡ Fox River Opaque Onion Skin

New, improved 25% cotton paper! For easier sales for you, **NEW** in watermark identification, too... because it features the nationally known FOX RIVER 71-year mill-name exclusively as the only watermark! So available to you, also — distributed in 89 cities in 38 states.

Test this finer paper on your next job.

FOX RIVER PAPER CORPORATION
Appleton, Wisconsin

Greater Opacity

Compare the opacity of FOX RIVER Bond with other cotton content papers.

Brighter Color

The brightness of these new papers imparts tone to printing, lithography, and engraving.

Touch and Sound of Quality

The crispness and crackle of a new dollar bill... historic traits of cotton papers.

Officers for 1954 Selected By North-Central Group

The 77th annual meeting of the board of directors of Graphic Arts Industry, Inc., held at the Nicollet Hotel Nov. 16, elected S. Walter Sears, president of Mono-Trade Co., Minneapolis, as president. Other officers elected include R. W.



S. Walter Sears



Paul J. Ocken

Davies, president and general manager, Miller-Davis Co., Minneapolis, first vice-president; R. E. Haugan, general manager of the Augsburg Publishing House, Minneapolis, senior vice-president; H. J. Hoffman, secretary-treasurer and manager, the Smead Manufacturing Co., Hastings, Minn., vice-president; T. E. Flaherty, president, Knight Printing Co., Fargo, N. D., vice-president; E. H. Olson, treasurer, Japs-Olson Co., Minneapolis, treasurer.

Graphic Arts Industry, Inc., also operates a trade school for the graphic arts under a separate foundation known as Graphic Arts Educational Foundation, Inc. Elected president of the Foundation was A. R. Otteson, vice-president and general manager of the Pierce Co., Fargo. E. F. Pecchacek, named Foundation vice-president, is president and manager of Record Printing Co., Sioux City, Iowa. N. A. Kirkeberg, comptroller, Augsburg Publishing House, was elected treasurer, with Grace H. Downing, Graphic Arts Industry executive secretary and assistant treasurer, named to the same office in the Foundation. New Foundation trustees named are: Wm. L. Braisted, chairman of Hart Publications, Inc., Minneapolis and Long



N. A. Kirkeberg



A. R. Otteson

Prairie, Minn.; J. Frank Gordon, president of the Purcell Gordon Printing Co., Inc., Davenport, Iowa; Myles B. Gow, executive vice-president of the H. A. Rogers Co., Minneapolis, and Henry A. Youmans Jr., business manager, *Waukesha Daily Freeman*, Waukesha, Wis.

Paul J. Ocken, vice-president and general manager of Graphic Arts Industry, Inc., gave a report in which he noted that the daily newspapers are maintaining their strong competitive position while television seems to have assumed more of a role of entertainer than as a disseminator of news, thus lessening its impact on national advertising. He pointed out that greatly increased advertising campaigns are contemplated by the nation's business; that newsprint consumption reached record levels in 1952 and seems headed for another record, and that the entire business picture looks quite cheerful for advertising through the printed word.

Mr. Ocken also noted that Graphic Arts Industry, Inc. has grown enormously in the last 14 years following its reorganization from a strictly trade association into the now cooperatively-owned management, engineering and service organization which began to give service in all branches of management, service and engineering pertaining to a wide field of the graphic arts business as well. Membership also has grown, he noted, from 49 regular members and 22 associate members, all located in Minneapolis, to an organization which includes 140 members in Minneapolis alone and hundreds of others outside the city.

Graphic Arts Industry, Inc., has members in six north-central states.

New Headquarters Sought For PIA in Washington

The Printing Industry of America, Inc., is on its way toward having a home of its own in Washington. Officers have been authorized to purchase a building when a suitable one has been found and when adequate funds have been raised. Treasurer Elmer M. Pusey of Judd & Detweiler, Inc. and Walter F. McArdle of the McArdle Printing Co., Inc., head a Properties Committee which investigated the need for a new headquarters and has in mind a building that would be suitable if it can be rezoned. Alex Dittler of Dittler Brothers, Inc., is chairman of the Fund Raising Committee and Elmer Voigt of Western Printing and Lithographing Co., Racine, Wis., heads the Properties Management Committee.

The decision to seek new quarters was made on the grounds of efficiency and economy. Lease on the present quarters at 710 Fifteenth St., N.W., expires this spring. The officers felt that renewal of the lease, with much needed additional space, would involve a considerable increase in rent. The Properties Committee became convinced that purchase of a building would be more economical. As for efficiency, more than 30 people are now working in about 3,500 square feet in a somewhat old-fashioned building. PIA officers and directors touring the headquarters during the convention last fall agreed that present space is too small to make full efficient operation possible.

Plant Management Seminar Will Be Available Locally

With the completion of his first printing plant management seminar for junior executives in Louisville, Ky., Dec. 9, William F. Gutwein, labor relations consultant and originator of the private seminar plan, announced that future study groups could be held in various locations throughout the country.

The three-day seminar, divided into six discussion periods, attracted registrants from ten printing companies located in six states. Topics on the agenda included individual work planning, employee and union relations, and contract negotiation techniques.

Popularity of the first seminar led Mr. Gutwein to announce that printing companies and associations interested in the program can make special arrangements, by request, to bring the management seminar to their localities. Mr. Gutwein is conducting seminar activities from his office, 417 Martin-Brown Bldg., Louisville 2, Ky.

Printing Equipment Exhibition

Britons are planning their first postwar exhibition devoted solely to the printing machinery and allied trades to be held in Olympia, London, July 5-16, 1955. It will be the tenth such international exhibition and will be sponsored by the Association of British Manufacturers of Printers' Machinery, Ltd. It is a revival of a world-famous prewar event.



Participants in the first management seminar for junior executives conducted by Wm. F. Gutwein, labor relations consultant, included (l. to r.) Ira Scott, of the Gardner Board & Carter Co., Middletown, Ohio; Jack W. Maclear, Bradford Robinson Printing Co., Denver; Charles Porter, the Inland Press, Inc., Chicago; Russell Appleby, Diebold, Inc., Canton, Ohio; Robert Reid, Louisville, Ky.; C. A. Severin, Hall Lithographing Co., Topeka; Mr. Gutwein; Richard Robinette, of Acme Lithographers, Inc., Wichita; Charles E. Dunn, McCormick-Armstrong Co., Wichita; George Ossman, Fetter Printing Co., Louisville; David R. McKiernan of G. F. McKiernan & Co., Chicago; and J. Thurman Diggs, Byron S. Adams Co., Washington. The three-day seminar, held in Louisville, ended December 9

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NEKOOSA BOND

for faster, smoother runs...

Hold press stops down to a minimum—and you'll keep profits up at the maximum. That's why Nekoosa Bond is such a favorite with printers and lithographers all over America. They know that Nekoosa Bond won't curl or wrinkle—will go through the presses fast and smooth. If you haven't used Nekoosa Bond lately—if you aren't familiar with its wide selection of colors—ask your paper merchant to show you samples.



America does business on

BOND
Nekoosa
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN



Ever looked at your printing sales possibilities through the eyes of a specialty printer?

● Try it! You'll be surprised at the volume of specialty work that could be done for firms right in your own town, work now going to printers equipped to handle it.

You may have lost one or two jobs because your present sheet-fed, one- or two-color presses are unable to turn out specialized work at the required price.

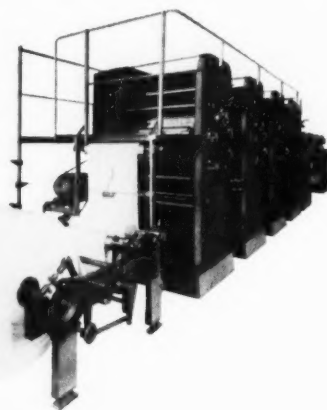
Profitable production of playing cards, book jackets, gift wrappings, calendars, maps, greeting cards, insurance policies and many other kinds of specialty printing requires a multi-color high-volume press, designed and built especially for its particular job.

That's exactly what you'll find the ATF-Webendorfer web-color and specialty presses to be. They're custom-built to your specifications. These web-fed presses turn out so much more work

than any sheet-fed equipment, and at such a saving in production costs, that they pay for themselves, on the average, within four years.

If your sales area uses a sizable volume of specialty printing, you owe it to yourself to get the complete story on these ATF-Webendorfer web-fed offset presses. Write to American Type Founders, Mount Vernon division, a subsidiary of Daystrom, Inc., Mount Vernon, New York.

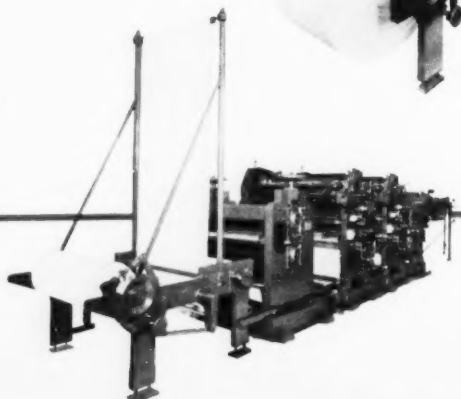
ATF-Webendorfer web-fed color press prints up to 7 miles of a 40" web every hour. It prints four colors on both sides of the web, die-indices and delivers in sheets or rolls as desired.



**Better, More Profitable Printing from
the Widest Line of Processes
GRAVURE... LETTERPRESS... OFFSET**

ATF

★ In addition to the complete story on specialty presses, write today for ATF-Webendorfer's fully-illustrated brochure on business forms equipment.



All ATF-Webendorfer specialty presses are built to your specifications on cylinder width and circumference, speed, number of colors, and finishing operations to be performed.



P. J. Perussi, a partner in Advertising Agencies Service Co., New York composition and printing house, was honored recently by his associates at a dinner celebrating his 50th year of activity as a printing craftsman and association leader

Graphic Arts Technical Group To Meet in Milwaukee, May 10-11

The sixth annual meeting of the Technical Association of the Graphic Arts will be held in the Schroeder Hotel, Milwaukee, May 10 and 11. Organized to advance the science and technology of graphic arts processes, TAGA will present a group of researchers who will describe recent advances in the printing industry.

Intended to provide an opportunity for the discussion of technical problems, the TAGA meeting also will serve as a source of information for graphic arts workers in all fields.

Richard Shaffer, Pratt Institute, Brooklyn, N.Y., is president of TAGA, and George Hammer, Forbes Lithograph Mfg. Co., Boston, is secretary-treasurer.

Answers to It's a Quiz

Here are the answers to the quiz on page 49. What is your score?

1. To change one dimension of an original without changing the other.
2. The tax stamp on a pack of cigarettes.
3. Pica is also a bird—magpie; pika (pronounced the same) is a rabbit-like animal.
4. No, according to a supreme court decision (6-3); it is not feather-bedding because the work is actually done.
5. One point—11- and 10-point respectively.
6. To get a sharp impression; ink with no tack fills in.
7. b or Brevier.
8. Spaceband cam.
9. Lower part of wood base compresses more than top; keystone effect causes form to rise when locked.
10. Aniline printing.

GAI Education Council Seeks Scholarship Data

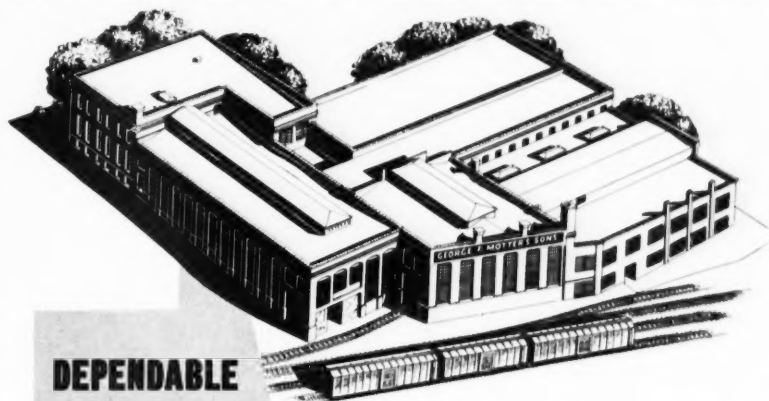
Information about graphic arts industry scholarships is being sought by the Education Council of the Graphic Arts Industry, Inc., as part of a project to help inform young people of career possibilities in the field.

Available scholarships will be listed in a pamphlet being prepared for distribution to vocational guidance counselors. Trade associations, trade and technical schools, and colleges and universities have been asked to furnish information about scholarships currently available, and companies sponsoring such scholarships are also being asked to advise the Council.

Information for the pamphlet is being gathered at the Education Council office, 719 Fifteenth St., N.W., Washington 5.

Plant Maintenance Exhibit, Show

Fifty-nine conference sessions are planned for the three-day Plant Maintenance and Engineering Conference to be held at the Conrad Hilton Hotel, Chicago, Jan. 25-28. It will be held concurrently with the Plant Maintenance and Engineering Show to be at the International Amphitheatre, Chicago. Besides talks and clinics which will apply to all plants, special round-table sessions will be devoted to particular types of plants including paper mills and paper products plants.



DEPENDABLE

✓ **QUALITY**

✓ **DELIVERY**

✓ **SERVICE**

RESULTS...

George F. Motter's Sons have enjoyed steady growth for 116 years because of the quality built into their products. The wide acceptance of George F.

Motter's presses and folders is a result of the craftsmanship developed through the years. Today George F. Motter's Sons are completing an addition to their plant that increases their productive floor space by 25% and are increasing machining facilities for the manufacture of rotogravure presses, high speed folders, and auxiliary equipment to meet the exacting requirements and the high speeds needed by the fast growing gravure industry.

GEORGE F. MOTTER'S SONS—YORK, PA.
Custom-Built Rotogravure Presses - High Speed Folders
Auxiliary Equipment for Rotogravure Printers

Harris-Seybold Acquires C. B. Cottrell Press Firm

One of the most important developments among printing equipment manufacturers in 25 years came last month with the announcement that Harris-Seybold Co., Cleveland, had acquired the assets of C. B. Cottrell & Sons Co.

Cottrell, a 99-year-old firm building letterpress and gravure presses, will now be operated as a wholly-owned subsidiary of Harris-Seybold, the nation's largest manufacturer of offset lithographic presses, according to an announcement by George S. Dively, Harris-Seybold president. Donald C. Cottrell will continue as president of the Cottrell firm.

Harris-Seybold, now in its 59th year, reported shipments of about \$29 million in the fiscal year ending June 30, while Cottrell's annual sales have recently averaged about \$10 million. Both firms report about one-third of their business is defense work outside regular product lines.

Acquisition of the Cottrell plants in Westerly, R. I., and Milwaukee, Wis., now gives Harris-Seybold a total of six manufacturing plants. General offices and the Harris Division printing press plant are in Cleveland. Seybold Division, Dayton, produces power paper-cutting machines. Also located in Cleveland are the Harris Chemical Division, manufacturing lithographic plate-making chemicals, and the Macey Co., building sheet collating equipment.

Glenn Compton Named Secretary of Advertising Typographers Assn.

Glenn Compton, formerly Printing Industry of America public relations director and a former Eastern editor of *THE INLAND PRINTER*, has succeeded Jerry Singleton as executive secretary of Advertising Typographers Association of America and its New York Group. He came to his new position in New York City after serving since last September as special assistant to the Advisory Council of the Senate Post Office and Civil Service Committee in Washington, D. C.

As an authority on printing industry trends and technological developments, Mr. Compton has addressed many graphic arts groups. Before becoming associated with PIA in April, 1950, he was connected with Robbins, Barber & Baar, New York

City public relations firm whose clients included graphic arts accounts. He also served as associate and contributing editor of *Graphic Arts Production Yearbook* and editor of *Printing News* in New York. He is a member of the Research and Engineering Council of the Graphic Arts Industry, the International Association of Printing House Craftsmen, and the American Institute of Graphic Arts.

PIA Sales Conference Feb. 4-5

"The Challenge in 1954—Profitable Sales" is the theme of the first professional conference in the new year being sponsored by the Printing Industry of America, Inc. This second conference designed for sales executives of printing and lithographing companies will be held in St. Louis Feb. 4 and 5.

Noted Fine Book Designer, William Dana Orcutt, Dies

William Dana Orcutt, a pioneer in gracing low-cost books with superior design, and a well-known publisher, printing authority and author, died Nov. 28 in Boston. He was in his 83rd year.

Prof. Charles Eliot Norton of Harvard University once hailed Mr. Orcutt's book design innovations as "the most important contributions to typography since Caxton." For his book designing achievements, Mr. Orcutt in 1924 was made a Knight of the Order of the Cross of the Crown of Italy. He was chairman of the book prize committee of the Associated Harvard Clubs for many years.

After graduating from Harvard in 1892 and receiving an honorary degree two years later, Mr. Orcutt became, at the age of 25, vice-president and general manager of the old University Press in Cambridge, Mass. He served that enterprise for 18 years. At the time of his death, he had been associated since 1910 with the Plimpton Press, Inc., edition printers and binders in Norwood, Mass.

Toledo Craftsmen welcomed 12 new members at the September meeting. (l. to r.): Robert Mann of the Telescreen Advertising Co.; Grace Harjes of J. H. Cristil Co.; John Shuck, Jr. of the Findlay Engraving Co.; Dorothy Elkington of National Family Opinion; Robert Jankowski of Roberts Printing Co.; Don Keegan of Lesow-McBride, Inc.; Thone Simpson of Dobie Co.; Francis Lang of McManus Troup Co.; Paul Brown of Fuchs & Lang Ink Co.; Emery Elkington of Superior Typesetting Co.; Bob Davis of Martin-Driscoll Ink Co.; and Patricia Bennet of the Toledo Craftsmen's Club

Private Press Exhibition Has Uninhibited Approach

On January view in San Francisco after showings in Boston and Richmond, Va., is a Printing Uninhibited Exhibition of work produced by 46 private press operators. Assembled with carefree informality by Jackson Burke, Mergenthaler Linotype's director of typographic development, and Dorothy Abbe, book designer for Columbia University and Boston Museum of Fine Arts teacher of illustration, the show displays the spare-time craftsmanship of professors, advertising men, haberdashers, opticians, physicians and airline navigators, as well as commercial printers, calligraphers, typographers, book designers, paper merchants and other less extracurricular exponents of the graphic arts.

Perhaps the most uninhibited entries come from Arthur W. Rushmore, who designed Harper & Brothers books for many years. For type he uses such unorthodox materials as hairnets, feathers, leaves of grass and thistledown sprays. John S. Fass, New York City advertising man, exhibits pieces printed on a wooden press of his own make—a press so small that he inks it with his thumb. One of his tiny books reflects the sense of humor that is common among private press people: "Just how we function is a mystery to us."

Robert F. Stowell, Calais, Vt., whose Poor Farm Press is so named because he bought the town poor farm as an appropriate spot for his hobby, displays a book aptly titled *Voluntary Poverty*, and printed on a Liberty treadle press and a Kelsey hand press. From Dartmouth's Prof. Ray Nash, summering in Antwerp, came a greeting printed in Latin "on Plantin's own press, for the exhibition of printing without inhibition, in the office of Christopher Plantin, 1953."

Ben Grauer, radio announcer and commentator who was named Benjamin Franklin Grauer long before he even dreamed of becoming a private pressman, displays some of his Between Hours Press work, done on an antique press in his home. Any otherwise unbusy room serves his purpose, and when his press is idle, usually after three in the morning, it's tucked under an end table in the living room.

After completing its travels the exhibition will be added to the New York City Public Library collection of fine printing.





A.B. HIRSCHFELD PRESS INSTALLS 2 LAWSON V2 CUTTERS

DENVER, COLORADO

"for maximum efficiency and productivity"

THE A.B. HIRSCHFELD PRESS, Inc.
Printers Lithographers Designers
 3735 S. BOULEVARD AT Acoma
 DENVER 4, COLORADO

Friday, November 13, 1953

Mr. D. W. Schulkind, President
 E. P. Lawson Company, Inc.
 426 West 33rd Street
 New York 1, N. Y.

Dear Mr. Schulkind:

While most organizations in our industry look upon the installation of new equipment as a "cut and dried" business arrangement, we look upon the recent installation of two new Lawson V2 Cutters in another light.

The A. B. Hirschfeld Press' reputation of having one of the most outstanding printing and lithographing plants in the west, housing only the finest equipment available and manned by skilled craftsmen, was no accidental coincidence. Our policy of producing quality printing could only be achieved by having the most modern and productive equipment we could obtain.

With the addition of the 2 new Lawson V2 Heavy Duty Hydraulic Cutters, we have every expectation of increasing our cutting efficiency and productivity through your accurate and dependable cutters.

May we also add our compliments to the A. E. Heinsohn Company, your exclusive distributors in this area, for their fine service and cooperation. They have been exemplary.

Sincerely yours,

THE A. B. HIRSCHFELD PRESS, INC.

A. B. Hirschfeld
 A. B. HIRSCHFELD - President

Write today for
 illustrated folder
 on Lawson 37", 46"
 and 52" Cutters.

Also write for
 illustrated folder
 on Rapid 3-Knots Trimmer
 and Lawson Multiple
 Head Drilling Machines.

E. P. LAWSON CO. Main Office: 426 West 33rd Street, New York 1, N. Y.

CHICAGO: 628 So. Dearborn St.

BOSTON: 170 Summer St.

PHILADELPHIA: Source Building

1954 Printing Week Plans Now Under Way Over Nation

(Continued from page 46)

display of fine printing at the Municipal Arts Center.

Utica, N. Y.

Local Craftsmen are planning a series of educational displays at key spots throughout their city, including the public library and the Utica Art Center, as well as a series of informative articles in the local newspaper and on radio and television spots. The Club's annual banquet will be keynoted by a program commemorating the birthday of Benjamin Franklin.

New Orleans

Seven graphic arts and advertising groups are participating in Printing Week activities for the first time this year in New Orleans, with a full program of newspaper, radio and direct mail promotion scheduled. The joint committee in charge of activities plans to arrange speakers for civic club meetings, and a banquet is on the schedule as the culmination of the week's program.

Sacramento, Calif.

Printing Week is due for an early start in Sacramento, with radio and newspaper

coverage beginning January 10. Arrangements were completed in December for three large displays of locally-produced material in downtown show windows. School printing departments and commercial plants are planning special displays and decorations.

Fort Worth

A special section in the *Fort Worth Star Telegram* will signify the start of local Craftsmen's activities in a Printing Week promotion campaign that will also include radio and television spots, machinery displays, and an annual banquet and ladies' night celebration.

Louisville, Ky.

Seven schools offering printing courses will see a motion picture on the graphic arts during Printing week, and Louisville Craftsmen have also prepared a press release for newspaper and magazine use summarizing highlights in the history of printing. One feature of the week will be a graphic arts luncheon sponsored by the Louisville Advertising Club, at which J. Homer Winkler, Battelle Memorial Institute, Columbus, Ohio, will be the guest speaker.

St. Paul, Minn.

A steering committee of St. Paul Craftsmen is coordinating activities directed at securing widespread publicity for the printing industry locally. Newspaper and radio stories will be designed to present interesting statistics and information about local graphic arts activities. More than 250 persons are expected at the annual graphic arts banquet scheduled for January 20 at the St. Paul Hotel.

Fort Wayne, Ind.

Window displays arranged by the Fort Wayne Craftsmen will be highlighted by a special exhibit of rare books representing early printing production in Europe. The window displays, which will also be devoted to examples of locally produced work, will supplement a program of newspaper and direct mail publicity.

Albuquerque

Members of the local Craftsmen's Club will concentrate their promotion activities on downtown window displays, a special television program slanted to the local audience, and newspaper promotion of an informative nature. Club members will wind up the week's program with a Printing Week banquet.

Salina, Kan.

Activities will include a poster contest in the city's schools, special showings of motion pictures and, as the high point of the celebration, a banquet and dance for graphic arts personnel and their guests on Jan. 22. Twelve graphic arts and supply firms are sponsoring the observance.

Set 28th ATAA Convention

Carl F. Ford, president of the J. W. Ford Co., Cincinnati, has announced that the 28th annual meeting of the Advertising Typographers Association of America, which he heads, will be held Oct. 28-30 at Sans Souci Hotel, Miami Beach, Fla.

thanks! to the typographers and artists all over America for the complete and wholehearted acceptance of

VENUS EXTENDED GROTESK

Since the introduction of Venus only a short time ago, this great new type has had overwhelming approval by those who demand the best in composition.

Immediately Available in:

Venus Extra Bold Extended

8 to 84 point

Venus Bold Extended

18 to 54 point

Venus Medium Extended

18 to 42 point

Venus Light Extended

18 to 36 point

AND NOW italics from 18 to 24 point in light, medium, and bold.

For complete information and specimens see your nearest Bauer type dealer or write on your letterhead to:

Bauer ALPHABETS, INC.

235-47 East 45th Street, New York 17, N.Y. Tel: VA 6-1263-4

THIS SLITTER and REWINDER

will DYE for you!

*give your
customers
colors your
competitors
can't supply!*

The Model 34
Dutro ColorVerter
— slits — rewinds —
colors paper in
one fast operation.

"On the job" conversion!
Helps reduce inventory —
speeds service —
increases sales.

Write for informative booklet...
See for yourself the wide range of colors
available with the Dutro ColorVerter.

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1206 Maple Ave., Los Angeles 15, California
RICHMOND 9377



NEW YORK, N. Y.
1133 BROADWAY
OREGON 5 9014

CHICAGO, ILL.
110 SO. DEARBORN ST.
RANDOLPH 6-7971

PIA Publishes Textbooks

Three new textbooks have been completed and are being published by the Printing Industry of America, Inc., 719 Fifteenth St., N.W., Washington, D.C. They are: "Management of Printing Production," "Composition Manual" and "Estimating Manual." They are part of a series of nine, three of which were published previously. Those already out are, "A Course in Selling Printing," "Accounting and Cost Finding Manual," and "Research and Operations Manual, Vol. I." These books are now available to firms which are members of PIA or affiliated groups.

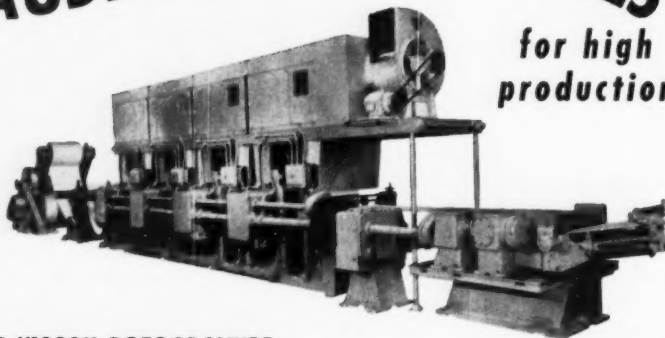
The next three books to complete the series will relate to general management, the pressroom, and the bindery. Subscription to the whole series is \$250, but subscriptions to individual books are also obtainable.

Bar-Plate Buys Page Company

The Bar-Plate Mfg. Co., Orange, Conn., has purchased the Robert Page Fountain Divider Company and has moved all equipment to Orange. The acquisition included not only the fountain divider phase of the business but also several incomplete projects started by the late Mr. Page. The Page Divider appeared on the market about 40 years ago.

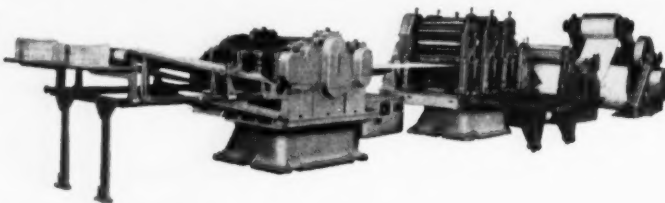
Two STAUDE PRINTING PRESSES

for high production



STAUDE "1000" ROTOGRAVURE

For wrappers, labels, cartons. High speed . . . rigid construction . . . frictionless bearing mounted rollers . . . fast makeready changeover time. Width 26" and 42"; maximum circumference 46".



STAUDE ROTARY LETTERPRESS

The versatile press that's best known for making paper milk bottles. Capable of a production rate of a quarter million a day. Easy changeover of printing plates for customer imprinting. Printing cylinder circumference: Maximum 32"; Minimum 16"; 26" actual printing width.

STAUDE BUTT SLICER . . . For web-fed paper and board presses. Creates a perfect splice without stopping the press . . . no web waste due to stops and starts. Protected by patent No. 2606136.

Manufacturers of infolding and straight line carton folding and gluing machines . . . cellophane window applying machines . . . envelope machines . . . milk bottle folding and gluing machines . . . partition slotters . . . butt splicers . . . printing presses.

E. G. **Staude** MANUFACTURING COMPANY, INC.
2675 UNIVERSITY AVENUE • ST. PAUL 14, MINN.

**DO YOU
KNOW THAT...**

THE LINCOLN (NEBR.) JOURNAL-STAR PRINTING CO. recently announced that it had acquired stock in three firms operated together in one printing shop. The firms are the Jacob North & Co., Jacob North Printing Co., and the Lincoln Envelope Co. The acquisition of the stock was announced by DONALD C. NORTH, president and owner of the three corporations, and by FRED S. SEACREST, president of the Journal-Star Co.

FRANK IRELAND has been named product development engineer in the printing products division of Minnesota Mining & Mfg. Co. Before joining 3M, Mr. Ireland was chief chemist for Brown & Bigelow Co.

ALAN MCC. BROWN has been appointed sales representative for the Geo. H. Morrill Co. division of Sun Chemical Corp., succeeding A. G. Caffer in the St. Louis office. Mr. Caffer is retiring after 30 years with the organization.

GEORGE F. FINNIE has been named director of advertising and a member of the management committee of Sun Chemical Corp., Long Island City, N.Y. He will coordinate advertising programs of all Sun divisions.



George F. Finnie



Lester M. Reiss

LESTER M. REISS, for the past six years sales representative for the E. P. Lawson Co. in the New York City area, has been appointed to the newly created post of eastern sales manager for Lawson. Mr. Reiss will continue to service his present accounts.

KRAFT PRODUCTS MANUFACTURERS EXPORT ASSN. has changed its name to Kraft Export Assn. of the United States. With headquarters at 521 Fifth Ave., New York City, the organization continues to function under the Webb-Pomerene Law in the field of kraft paper exports.

CHARLES R. WALKER has resigned as Printing Industries of Philadelphia employment service and office manager and gone into the grocery business. Miss Lois Bookman is now handling the association's employment service.

George S. Dively, president of the Harris-Seybold Co. has announced the election of JOSEPH W. POWELL, JR. as vice-president, for finance. Mr. Powell was formerly

Start talking **GREAT FIGHTS**...end up

selling
printing



Give your customers and prospects these striking, FREE 17" x 22" Record Sheets of Battles That Made Ring History, as chosen by Grantland Rice.

Eastern's advertising helps you sell. This latest Atlantic Bond Sport Sheet gives five of the greatest boxing matches ever fought, records that will make any boxing fan, however casual, sit up and take notice. It's a perfect door-opener and conversation-starter for your customers and prospects.

How to use them

Take some of these sheets along on your calls. Anyone interested in boxing will want them to read and to mount on the wall. Start in talking boxing . . . with the sheet before you, it's a natural to end up selling printing.

How to get them

To get your free copies of these boxing record sheets — printed offset in two colors — just call your Eastern paper merchant. Or write to Eastern Corporation, Bangor, Maine.

And remember . . .

Another welcome subject for printers and their customers is the *consistently* fine performance of Eastern's papers . . . as fine sulphite papers as you can get for your presses. Your printing jobs on Atlantic will show you why Atlantic Bond is specified by 12 of America's 15 top railroads, 7 of the 8 largest book publishers, 12 of the country's 15 largest carpet mills, and many other top firms. They get consistently clearer, cleaner letterheads or office forms.

Atlantic Bond
EASTERN **Business Paper**
MADE BY EASTERN CORPORATION, BANGOR, MAINE

Watch for the Atlantic Bond "Great Fights" ad in the JANUARY issues of THE SATURDAY EVENING POST, BUSINESS WEEK, PRINTERS' INK and in the FEBRUARY issues of LIFE, U. S. NEWS and WORLD REPORT

vice-president of American Research and Development Corp., a Boston firm specializing in financing and development of industrial companies.

E. HOWARD GRUPE, formerly associated with Marathon Corp. process engineering department, is now Nashua (N. H.) Corp. sales engineer for graphic arts. He is serving as liaison between the sales and management divisions in all phases of gravure printing.

THE HINDE & DAUCH PAPER CO. is now operating at its Sandusky, Ohio, headquarters as a subsidiary of West Virginia Pulp and Paper Co. Purposes of the merger were to give Hinde & Dauch a stronger position and to broaden West Virginia's

base of operations by providing a better degree of diversification and a greater opportunity to improve its service.

JERRY SINGLETON, for the past three years executive secretary of Advertising Typographers Association of America and its New York City group, is now executive secretary of the Magnesium Association. With headquarters at 122 East 42nd St., New York City, the association represents manufacturers who process magnesium for graphic arts and other industrial uses.

ROBERT W. ZWIRZ, formerly associated with S. Z. Field Co., Inc., New Haven, Conn., is now an account executive for Charles Francis Press, New York City.

Miller Retires Dan J. Casey

Dan J. Casey, Sr., has retired after serving Miller Printing Machinery Co. for 38 years. At a November open house party in New York, attended by more than 600 of Mr. Casey's business associates and friends, he received a gold watch inscribed, "To the dean of the Miller sales staff." Mr. Casey is a 35-year member of the Printers Supply Salesmen's Guild of New York, and has belonged to the Club of Printing House Craftsmen of New York for 30 years.



Dan J. Casey



A. H. Solberg

A. H. SOLBERG has been appointed sales manager of the Geo. H. Morrill Co., Division of Sun Chemical Corp., in addition to his duties as Midwest manager, with headquarters in Chicago.

DR. CARL B. BLAKE has been appointed to the Sinclair & Valentine Co. research staff in New York City. He was formerly associated with Interchemical Corp. and its International Printing Ink Division research activities, and for six years he was on the staff of A. Noite, publisher in Brazil.

JACKSON L. PARKER has been named to head operations in the Graton & Knight Print Shop, Worcester, Mass., in addition to his duties as the firm's advertising manager.

T. HALTER CUNNINGHAM, formerly vice president of Columbia Sales and Service, Inc., is now offset division sales manager of Lanman Engraving Co., Inc., Washington, D. C.

CHARLES G. PAINE, vice-president and general manager of the Eastern Corp. and president of the Lincoln Pulpwood Co., died recently in Boston following a short illness. He was 61. Mr. Paine was a director of the American Pulpwood Assn.



Charles G. Paine



Joseph W. Powell, Jr.

JOSEPH W. POWELL, JR., was elected vice-president for finance of Harris-Seybold Co. recently. He has been vice-president of a Boston firm specializing in financing and development of industrial companies since 1946.

THE LAST WORD!

AN ABSOLUTELY SULPHUR-FREE

NON-BLOOMING

REVOLUTIONARY

NEW
NATURAL
COMPOUND

by B. F. Goodrich
FIRST IN RUBBER!

for flexography and all letterpress use



For 23 years leading suppliers to the rubber platemaker.

Now—a natural compound with the last vestige of platemaking risk removed. No more "sulphur corners." Better printing of solids throughout. Danger of sulphur surfacing while compound is in storage is banished completely because there is no sulphur present. Superior, newly-developed ingredients take the place of sulphur—make the compound easier to control, faster curing, longer lived. Plates remain sharp and ready for use even after long periods of storage. Immediate delivery, red or grey, in 40 durometer or 50. Write for samples, prices, today.

ECONO Products, Inc.
MATERIALS and METHODS for BETTER PRINTING
FROM MOLDED RUBBER PLATES

132 Humboldt Street, Rochester 10, New York

Niederhauser Will Co-ordinate Harris-Seybold Litho Sales

R. J. Niederhauser, advertising and sales promotion manager of Harris-Seybold Company, Cleveland, has been promoted to the position of lithographic products manager, according to an announcement made by Ren R. Perry, vice-president in charge of sales.



R. J. Niederhauser

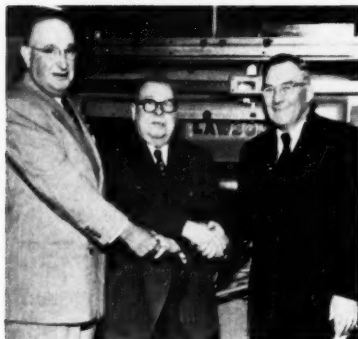
Lithographic products are a major portion of the current sales of Harris-Seybold, one of the nation's largest manufacturers

and distributors of equipment and supplies for the printing industry. Niederhauser's new post, said Perry, will give him responsibility for coordinating lithographic product sales with engineering-research and development. He will continue to supervise the sales promotion and advertising departments.

Niederhauser has been with Harris-Seybold for 14 years, starting as an industrial designer in the company's Seybold Division in Dayton. In 1944 he was made production manager of the instrument division in Dayton, working on the company's wartime electronic bombing computers for the Army air force. He was transferred to Cleveland as advertising and sales promotion manager in 1946.

Active in the National Industrial Advertisers Association, Niederhauser is president this year of the Industrial Marketers of Cleveland, the local N.I.A.A. chapter. Niederhauser is a member of the Cleveland Engineering Society, the Cleveland and New York Advertising Clubs, the Lithographic Technical Foundation and the Association of National Advertisers.

JOSEPH C. MOLITOR has joined the sales staff of Herbig & Held Printing Co., Pittsburgh, after eight years as sales manager in eastern plant operations for U. S. Printing & Lithographing Co. He previously had been associated with Rossotti Lithographic Co. and Stecher-Traung Lithographic Co.



Andrew Mackin (right), who recently completed 35 years' service with E. P. Lawson Co., receives congratulations from David W. Schulkind (left), president, and William J. Hourigan, treasurer

ALBERT H. MERZ, president of Inta-Roto Machine Co., Richmond, Va., has announced that a new gravure engraving company, Inta-Roto Engraving Corp., which he will also head, will open about Feb. 1.

MIDWOOD PAPER CO. has been acquired by Hobson Miller Paper Co., Inc., New York City. Louis S. Acker and Joseph Goode, Midwood partners whose fathers set up the business in 1921, are serving on the Hobson Miller sales staff.

R. A. NELSON has been promoted to sales supervisor for Scotchlite reflective sheeting in Texas and Louisiana, according to a recent announcement by Minnesota Mining & Mfg. Co.

JAMES E. HUSSEY and COLEMAN K. NOGRADY have been named to the mid-western sales staff of the E. P. Lawson Co. Mr. Hussey has been assigned to territory in Michigan and northern Ohio, while Mr. Nogrady will cover Iowa and Illinois.

ROBERT ROTHSTEIN has been appointed assistant sales manager of Reinhold-Gould, Inc., New York City, and HERBERT P. ZIMKIND is the company's new credit manager.

D. D. EWING, JR., formerly Boston branch manager for Miller Printing Machinery Co., became the New York branch manager recently following retirement of D. J. Casey. New head of the Boston

Fed up with metal operating costs?

... bring 'em down with Blatchford!



The "little differences" in Blatchford Metal, put there by a century of metal-making experience, can make a big difference in your metal operating costs. You get uniform, low-dross melting; smooth performance in the casting cycle; solid slugs; type and plates that print clean and true.

With results like that it's easy to see why the "molehills" of difference in Blatchford make "mountains" of difference in metal performance... all along the line from original pig to killed forms in the re-melt.

So, if you want to clamp down on operating costs, put Blatchford in your metal pots.

Use these Blatchford Extras, too

Complete laboratory facilities: Get a prompt, accurate, free analysis of your metal stock. Send a typical sample—slugs, shavings, type or plates—to our nearest office.

National network of service centers: When you're stumped by some metal problem... when you need new metal fast... when you have dross for pick-up, get in touch with the nearest Blatchford office—they're all over the map!

Free helps for printers and publishers: For informative literature on type metal and its use... for a chart to help put more efficiency in your re-melt operations... for a gauge that measures type, slugs and brass mats, write the nearest Blatchford office.

BLATCHFORD DIVISION NATIONAL LEAD COMPANY
Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Dallas, Philadelphia, Pittsburgh, St. Louis, New York; E. W. Blatchford Co.; New England: National Lead Co. of Mass., Boston; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Portland, Seattle, Phoenix, Salt Lake City; Canada: Canada Metal Co., Ltd., Toronto, Montreal, Winnipeg, Vancouver.

Blatchford
is the NATIONAL name for
DEPENDABLE METAL



Observing Blatchford's
100th Anniversary

A Century of metal-making experience in every pound
... a plus you get only in Blatchford

STOP
"chance buying"
one-time carbon!



Buy
HURON
ONE-TIME CARBON

and GET the
FIVE
things printers
want most in
one-time carbon

- 1 Ease of Handling
- 2 Adaptable Patterns
- 3 Fair Price
- 4 Consistent Quality
- 5 Fast Service

Send for pattern
booklet and samples



PORT HURON SULPHITE & PAPER CO.

PORT HURON, MICH.

NEW YORK CHICAGO SAN FRANCISCO

branch is A. E. FURSTENBERG, who formerly represented Miller in western Pennsylvania and New York. RONALD SARBACH, previously with Miller's New York office, was appointed manager of the company's Los Angeles office.

Gerhart Joins Dayton Firm As Advertising Manager

Frank Gerhart, for the past five years advertising and sales promotion manager for American Type Founders, Elizabeth, N.J., is now advertising manager of the Mead Sales Co. with headquarters in Dayton, Ohio. His appointment, effective Jan. 1, was announced by H. W. Kampf, Mead president, as one phase of a development program indicating great expansion activities for Mead printing



Frank Gerhart

papers and paper board lines. Before joining ATF, Mr. Gerhart was advertising manager of the Champion Paper and Fibre Co., Hamilton, Ohio, and had been associated with the MacDonald Printing Co. in Cincinnati. Formerly, he had been a teacher of printing in Logansport, Ind., and Tulsa, Okla., public schools.

Norman L. Rowe Given Plaque In Appreciation of Guild Work

Norman L. Rowe, vice-president of the Ideal Roller & Mfg. Co., and president of the International Printers Supply Salesmen's Guild, was honored recently by the New York Guild for his outstanding services. Fred H. Pinkerton, president of the New York Guild, presented a plaque to Mr. Rowe. The plaque cited his achievements, including the fact that the International has increased from three to 15 local guilds during his tenure. Mr. Rowe expressed his thanks and discussed the importance of salesmanship in the American economy. Joseph Avery, vice-president of the New York Guild, was in charge of the week-end party at which the presentation was made. A new idea in meetings, it was held at the Berkeley-Cateret in Asbury Park. Nearly 100 attended and activities included Saturday luncheon, bingo party, banquet and dance, and a Sunday morning breakfast.

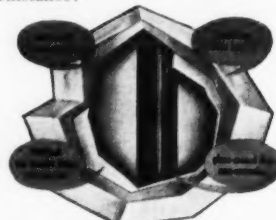


Norman Rowe (left), president of International Supply Salesmen's Guild, accepts a testimonial from Fred Pinkerton, New York Guild president

Stickin' Around
with **KLEEN-STIK**

START THE NEW YEAR RIGHT—

Best resolution you can make—this year or any year—is to recommend KLEEN-STIK to all your customers for their Point-of-Purchase advertising! This miracle moistureless adhesive makes terrific window and door signs, shelf edgers, bumper strips, labels, and hundreds of other profitable extra printing jobs . . . frinstance:



"Hot Idea" Sells More Heaters!

To introduce "Vit-Rock" lining in their water heaters, THE COLEMAN CO. of Wichita felt that a cutaway view of the new wonder-construction would "warm up" prospects to buy. But cutting up real heaters would be expensive — so the Sales Promotion Dept. devised this big (13 x 17) die-cut, lithoed on KLEEN-STIK stock. Instructions on the back tell dealers how to peel the protective backing and press the display in place on the heater, where it shows the cross-section quite realistically! Swell art and production by McCORMICK-ARMSTRONG CO., Wichita, Kansas.



"Poetry in Wood" . . .

That's how RALPH A. BAILEY & CO. of Bend, Oregon, describes its beautiful woodenware products of rare Myrtlewood, found only in the Holy Land and a small section of the Pacific Coast. To match the prestige of his products, owner and idea man RALPH BAILEY worked out this elegant label in two colors on gleaming gold foil. It's backed with peel-and-press KLEEN-STIK that sticks tight to the polished, curved surfaces, yet comes off easily. Prestige production was ably handled by WALLY MORTENSEN of EASTMAN TAG & LABEL CO., Portland.

Myrtlewood may be rare, but not KLEEN-STIK! This wonderful stuff grows in the warehouse of your favorite paper supplier—in a wide range of top-quality printing stocks. Ask him about it—or write for full details and free "Idea Kit," full of snappy sales ideas!

KLEEN-STIK PRODUCTS, INC.

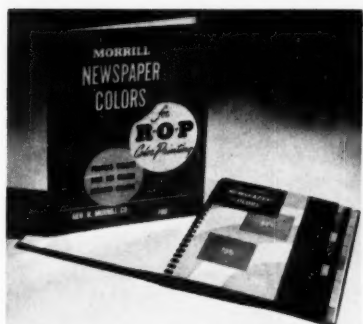
225 North Michigan Avenue • Chicago 1, Ill.
Pioneers in Pressure Sensitives to the Trade

NEW LITERATURE

Those interested in literature described are asked to write directly to company listed in the item

Folder on Lithengrave Process

The Lithengrave offset plate, an outgrowth of a joint research project conducted by Lithographic Technical Foundation and the Springdale Laboratories of Time, Inc., is described in a folder just published by Printing Developments, Inc., Time & Life Bldg., New York 20. The new bimetallic plate, said to be especially suited for sharp reproduction on long runs, is now available for general industry use.



Morrill specimen book for new R.O.P. colors

R.O.P. Newspaper Colors

A new blending system and new colors for R.O.P. advertising are illustrated in a specimen book recently issued by the Geo. H. Morrill Co., 10th St. and 44th Ave., Long Island City 1, N. Y. Three process colors, 12 standard base colors and 40 blends are shown. All are printed with actual production inks on newsprint, and various screen values are shown for each sample.

Kodak Photographic Materials

Eastman Kodak Co. recently issued a new catalog, *Kodak Photographic Materials for the Graphic Arts*, describing more than 76 classes of products for photoengraving and photolithography. Copies of the 48-page catalog may be obtained without charge by writing to the Graphic Arts Sales Div., Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

ATF Folders on Rotogravure Units

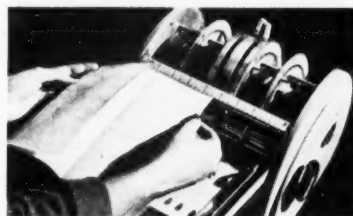
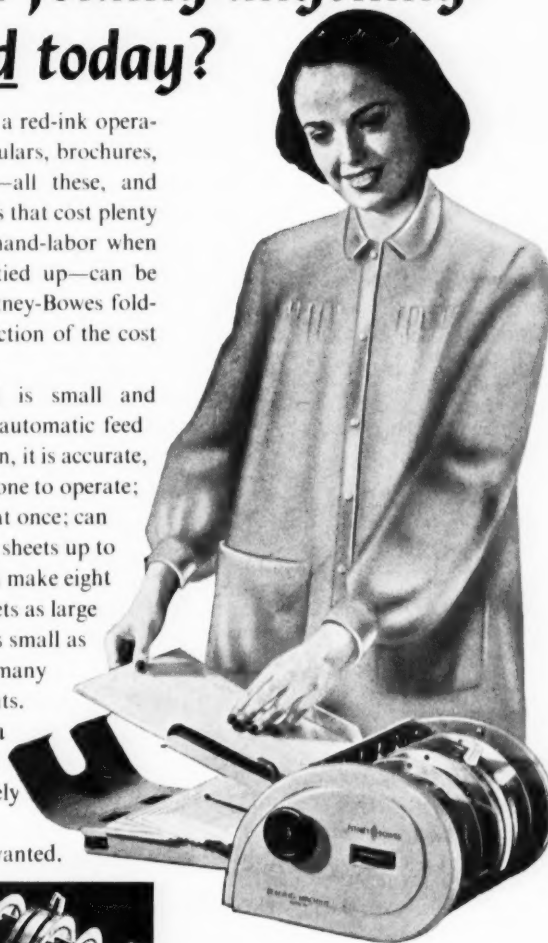
Available from the Mount Vernon Division of American Type Founders, Mount Vernon, New York, are three new folders describing ATF rotogravure presses as complete units with no extra equipment required. Two folders cover the pendulum action (P.A.) and the heavy duty (H.D.) units. They have many features in common, but the H.D. produces work on webs up to 72 inches printed width and from rough stock, while the

Are you folding anything by hand today?

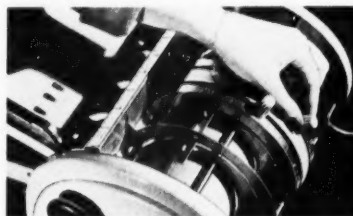
Mark it down as a red-ink operation if you are! Circulars, brochures, broadsides, leaflets—all these, and many other rush jobs that cost plenty in waiting time or hand-labor when your big folder is tied up—can be turned out with a Pitney-Bowes folding machine at a fraction of the cost of hand folding.

The FH model is small and portable. With semi-automatic feed and electrically driven, it is accurate, fast and easy for anyone to operate; can make two folds at once; can double-fold 8½ x 11 sheets up to 5000 per hour. It can make eight different folds in sheets as large as 8½ x 14 inches, as small as 3 x 3 inches, and of many different paper weights.

It takes less than a minute to set the FH for any job; you merely move two knobs to adjust for the folds wanted.



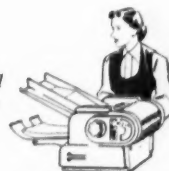
Easy! Fold sample sheet. Measure the folds on metal rule. Then...



Move indicator knobs to widths wanted... And it's ready to go!

Not much larger than a standard typewriter, and costing even less, the FH is a great convenience in shops and binderies...quickly pays for itself. Ask the nearest Pitney-Bowes office to show you—or send the coupon for a free, illustrated booklet.

Fully automatic model FM folds up to 19,000 sheets per hour.



PITNEY-BOWES Folding Machines



Made by Pitney-Bowes, Inc., originators of the postage meter... 93 branch offices, with service in 199 cities in U.S. and Canada.

PITNEY-BOWES, INC.
4210 Pacific St., Stamford, Conn.
Send free booklet on Folding Machine to:

Name _____
Firm _____
Address _____



**IT'S
PRE-MAKE-READY
TIME NOW!
for **IPEX**
THE TENTH
INTERNATIONAL
PRINTING, MACHINERY
AND ALLIED TRADES
EXHIBITION
OLYMPIA — LONDON
JULY 5th - 16th 1955**

Preparations for this important exhibition are going ahead fast. Already over 170 firms engaged in printing and its allied trades in Great Britain and many countries overseas have booked space for their stands; now is the time for you to let us know your requirements, if you intend to be there.

This will be the first post-war exhibition in Great Britain entirely devoted to the printing and allied trades. Since 1904, "The International Printing, Machinery and Allied Trades Exhibition" has been recognized in the international world of printing as the centre for study of the technological progress in the printing and allied trades and it serves as an international meeting place for the interchange of ideas on the production and aesthetics of printing. Every member of this important industry should attend this exhibition.

* * *

**SPECIAL NOTE FOR
POTENTIAL EXHIBITORS.**

All those wishing to book space at this exhibition, or who require further information, should write **NOT LATER THAN FEBRUARY 1ST 1954** to the Organisers,

F. W. Bridges & Sons Ltd., Grand Buildings, Trafalgar Square, London, W.C. 2

Promoters:
The Association of British Manufacturers
of Printer's Machinery (Proprietary) Ltd.

P.A. is designed for 26- to 48-inch widths. The P.A. prints on paper, laminated foil, glassine, cellophane tissue and lightweight board. The H.D. is designed to mass-produce printed bread and other food wraps, labels, calendars and other large, heavy jobs. Both presses can print from one to eight colors. The third folder describes the new ATF-Klingrose Hi-Speed rotary sheeter and auxiliary rewind, permitting continuous press operation and the end delivery of either cut sheets or rewind rolls.

Issue Plate-Making Booklet

How to Make Deep-Etch Plates on Ungrained Zinc and Aluminum is the title of a new 48-page booklet published by Lithographic Technical Foundation, Inc., 131 E. 39th St., New York 16. The booklet uses a step-by-step, illustrated technique to show proper methods for preparing ungrained deep-etch plates. Hints are also given for proper handling of these plates on the press. The booklet is LTF Bulletin 804-S.

Hot Spot Carbonizing Inks

An informative sampling folder on hot spot carbon inks is being distributed by American Carbon Paper Mfg. Co., Ennis, Tex. The folder includes paper and equipment recommendations as well as samples of nine types of Amco inks in various colors and finishes. A table of use shows the proper ink for various uses such as typewriter, bookkeeping machine, and pencil, and the number of copies each ink will make on a particular paper stock.

Photo Dropout Process

A bulletin for photoengravers by Kermart Corp., 340 Front St., San Francisco 11, describes the Drop-Dot photographic dropout process for coarse screen halftones. Detailed descriptions tell how the process is used in copy preparation and in platemaking.

Kodak Graphic Arts Bulletin

Bulletin for the Graphic Arts, Vol. II, No. 15, was recently published by the Graphic Arts Sales Div., Eastman Kodak Co., 343 State St., Rochester 4, N.Y. The 20-page issue features a review of the new Kodak Ektagraph process, an illustrated case study of R.O.P. newspaper color advertising, and pointers on use of the Kodak process densitometer.

New Stereo Supply Catalog

An enlarged 1954 catalog has been issued by Eastern Newspaper Supply, Inc., 9603 Northern Blvd., Corona 68, N.Y. The 52-page book, for buyers of stereo, composing, engraving, and pressroom supplies and equipment, is designed to serve the dual purposes of buying guide and reference source on newspaper printing supplies.

Adjustable Dock Ramp

A new catalog sheet, just issued by Rowe Methods, Inc., 2534 Detroit Ave., Cleveland 13, Ohio, gives details on a 10,000-pound capacity hydraulic ramp for loading docks. Containing photo-

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GUMMED PAPER

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ask a
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Distributor's salesman

you'll get
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EVERY TIME**

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graphs and engineering diagrams, the sheet describes complete installation and operating specifications for the device, which is designed to provide a smooth, level ramp for freight transfer between loading docks and trucks.

Screen Process Materials

"Catalog of Materials for Screen Process Printing," a new catalog just issued by Eastman Kodak Co., is intended to serve as a reference aid to photographers in the proper selection of photographic materials to do all types of photomechanical reproduction. The book will also be of assistance to screen process printers, since it contains an illustrated article on how Kodak's Ektagraph process works. Copies may be obtained from the Graphic Arts Sales Div., Eastman Kodak Co., 343 State St., Rochester 4, N.Y.

Printing Equipment Catalog

Nearly every item needed in a printing plant is included in the new, 250-page case-bound catalog issued by Western Newspaper Union, 310 East 45th St., New York 17. Supplies and equipment range from a make-up rule to a two-revolution, flat-bed press. The book is divided into sections: composing room, stereotyping, pressroom, and type.

Fighting Printing Plant Fires

Built-in carbon dioxide fire extinguishing equipment for all sorts of printing plants is the subject of a 16-page brochure prepared by the Walter Kidde & Co., Inc., Dept. A, Belleville 9, N. J. Illustrated with plant layout diagrams and in-plant photographs, the booklet points out that increasing use of quick-drying agents in inks poses a fire hazard, and explains how carbon dioxide extinguishes flames without damage to equipment or supplies.

Newspaper Color Guide

"Color for Newspapers," a new color specimen book offered in both deluxe and pocket-size editions, shows a full range of R.O.P. newspaper colors in full strength and tints. Colors included are said to represent the preference of most color advertisers throughout the country. Suggested combinations of both harmonious and contrasting colors are also given. Copies are available from the IPI Promotion Dept., Interchemical Corp., 67 West 44th St., New York 36, or from IPI branch offices.

Selection of Record Papers

Parsons Paper Co., Holyoke, Mass., has just published "How to Get What You Need in Record Keeping Papers and Index Cards." The 24-page booklet tells how to organize a program of adequate records; how to buy printed forms; what type of stock is best for each form, and how long various types of records should be kept. The booklet is said to combine the results of a new study of office records with excerpts from most of the current literature on the subject.

CONVENTIONS WHAT - WHERE - WHEN

Great Lakes Newspaper Mechanical Conference, Claypool Hotel, Indianapolis, Jan. 10-12.
Plant Maintenance & Engineering Conference, Conrad Hilton Hotel, Chicago, Jan. 25-27.
Gravure Technical Assn., Hotel Biltmore, New York, Feb. 3-5.
American Pulp & Paper Assn., Hotel Waldorf-Astoria, New York, Feb. 15-18.
Technical Assn. of the Pulp & Paper Industry, Hotel Commodore, New York, Feb. 15-18.
Northwest Mechanical Conference, Radisson Hotel, Minneapolis, Feb. 27-March 1.
New England Conference for the Graphic Arts, Hotel Statler, Boston, March 15-16.
Winter Vacation Conference, International Typographic Composition Assn., Hotel Marjina, Miami, March 18-20.
Mid-Atlantic Mechanical Conference, Penn-Harris Hotel, Harrisburg, Pa., March 18-20.
Graphic Arts Trade Assn. Executives, Sinton Hotel, Cincinnati, March 27-28.

Rochester, N.Y., Firms Consolidate

John P. Smith Company, Inc., and Rochester Lithographing Company, both of Rochester, N.Y., have consolidated to give customers a combined letterpress and lithographing service. The lithographic concern will be known as the Rochester Lithographic Manufacturing Corp., a division of the John P. Smith Company, Inc.

Officers of the new organization are: Clifford L. VanDerbogart, president; Henry F. Brayer and Eugene E. Wirth, vice-presidents; L. L. Odell, secretary.

A COMPLETE SERVICE!



ADVERTISING ART
COMMERCIAL PHOTOGRAPHY
LETTERPRESS PLATES
OFFSET PLATES
ROTOGRAVURE PLATES

*Makers of Fine
Printing Plates*

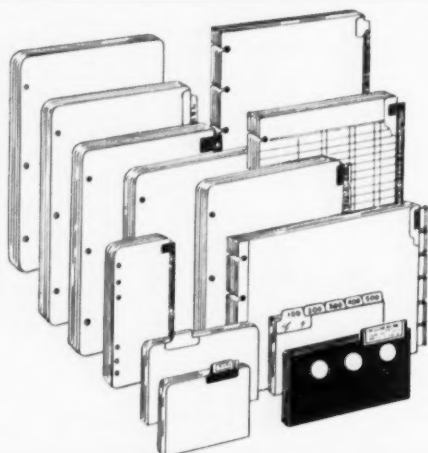
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DETROIT BRANCH
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Woodward 2-9122

CHICAGO
222 West Adams Street
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NEW YORK
122 E. 42nd Street
OXford 7-2387



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If you have any prospects for Indexes or Guides write for our free selling aids, with room for your imprint.

Write Dept. R Today For The FREE Details!

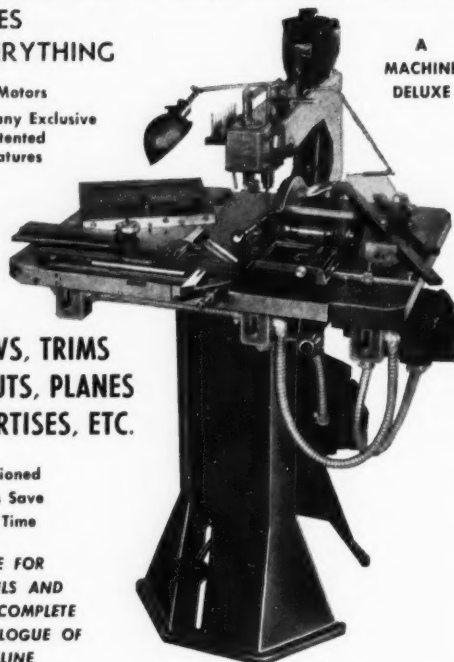
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INDEXES 426 S. Clinton St., Chicago 7, Ill.

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EVERYTHING**

- 3 Motors
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Plates Save
Press Time

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CATALOGUE OF
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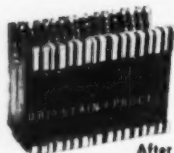
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CONTRAST Your Mats
simply and economically
with **LINOTAPE**



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Up-to-date plants are
using the modern, proved
DRI-STAIN PROCESS.

Ask us for their names
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NO OBLIGATION

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Gentlemen: Please send me names of users in
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Contrast Mats with Dry Tape."

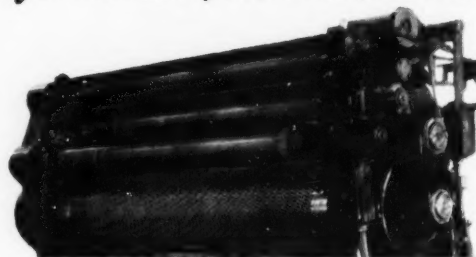
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Address.....
City..... State.....

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FREE

for low cost addition of
third and fourth colors
for Miehle Flat Bed Presses



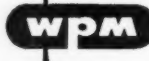
Western Printing Machinery's Extra Color Letterpress Unit for Miehle flat bed presses is the answer for low cost addition of third and fourth colors.

Precision built in several sizes, it will make a three or four color press of any standard 2-color Miehle flat bed. Production specifications are the same as the press to which it's permanently attached. Synchronization is perfect. Only minor changes are required for its installation.

This unit is low in cost and requires no additional floor space as it is mounted on top of the Miehle units. Operates efficiently and economically with the Miehle.

Write for further details.

WESTERN PRINTING MACHINERY CO.
3519 N. Spaulding Avenue
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save time and money...
WITH
Challenge M&W PRESS LOCKS



Job Locks

Reduce time and number of pieces needed for everyday lock-ups. With Challenge M&W Job Locks any space from 6 to 50 picas can be locked in 1/3 the time required with ordinary quoins and furniture. Will not work loose. Safe and easy to use.

6 Std. Sizes
1", 1 1/2", 2", 3", 4", 5"



Cylinder Press Locks

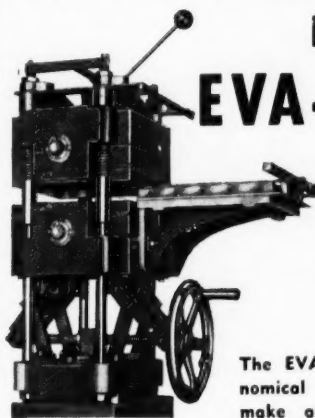
Precision-made, self contained locks to be used in filling space outside the chase on press bed. Any space up to 26" can be filled securely and quickly. Final locking done with a Challenge No. 1 Quoin Key. Prevent work-ups caused by springy form or inaccurate furniture. 4 standard sizes — 3 inch to 14 inch — 14" expands to 26".

750



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Office, Factories, and Show Room
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Over 50 Years in Service of the Graphic Arts

MAKE YOUR OWN RUBBER PLATES
IN THE
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- EASY TO OPERATE
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- PRECISION MADE
- FAST

The EVA-PRESS makes it economical for every printer to make and print from rubber plates. Years of development and testing stand behind every EVA-PRESS. A quality press that makes both matrices and rubber plates. Only 4 minutes actual operator's time; 20 minutes vulcanizing while operator does other work. Makes rubber plates of any desired thickness for use in letterpress and offset presses.

Available in 110 volt,
220 volt, or other
specifications

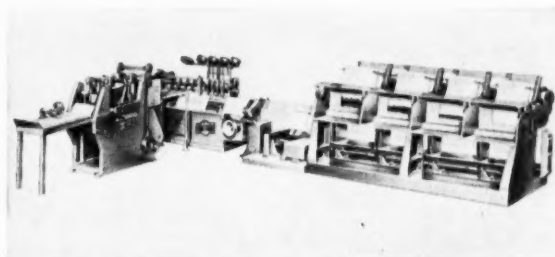
- SPECIFICATIONS**
- Platen 11" x 13".
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 - Over 50 tons uniform pressure.
 - Electrically heated—thermostatically controlled.
 - Requires 17" x 28" floor space.
 - Stands 37" high.
 - Mounts on bench 23" high.
 - Shipping weight 600 lbs.

AMERICAN EVATYPE CORP.

735 OSTERMAN AVENUE

DEERFIELD, ILLINOIS

This combination cuts
gathering and stitching costs
as much as 50%



*The McCain Signature Feeders, Christensen Gang Stitcher
and McCain Three-knife Trimmer*

This combination of three machines, coupled to form an integral unit, feeds the signatures, saddle stitches and trims the booklets or magazines in a single, continuous operation, at speeds of up to 7,500 completed books per hour.

The feeders are built in units of two, three or four stations, line-assembled to handle any desired number of signatures, which may range in size from 5 1/4 x 7" to 11 1/2 x 16".

An extremely accurate caliper, adjustable to operate at any point in a 7" range, detects and rejects gathered booklets with the wrong number of pages. If book is too thick or too thin, stitcher heads will not operate and the imperfect book is diverted to reject table without stopping the machine.

This Christensen-McCain three-machine combination breaks the bindery bottleneck, steps up production and brings down gathering, stitching and trimming costs as much as 50%. No time is wasted between operations and floor space is saved since there are no skids of work awaiting the next operation.

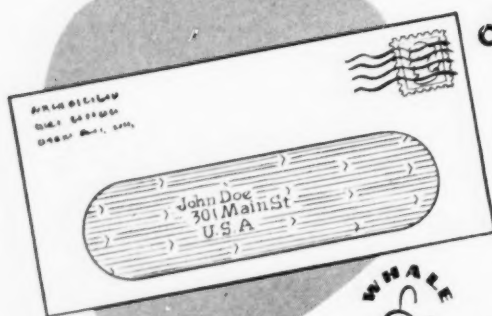
The three-knife trimmer is automatic and fast, taking the books singly and trimming three sides with unexcelled accuracy. It handles books up to 1/4" in thickness. A heavy duty special is available to trim books of 1/2" thickness.

Our representative is ready to give you figures showing the economies you may expect from this combination. Circular giving more detailed information will be sent on request.

Dexter Folder Company
General Sales Offices

330 West 42nd Street, New York 36, N. Y.

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checks get **ATTENTION!**

"Wonder who the check's from?" appearance of Whale *surface design* Safety Paper will get your customers' printed matter *read!* Why not take advantage of this attention-getting quality and use Whale Safety Paper for Merchandise Coupons, Special Offers, Renewal Blanks, Credit Cards, etc.?

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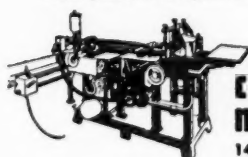
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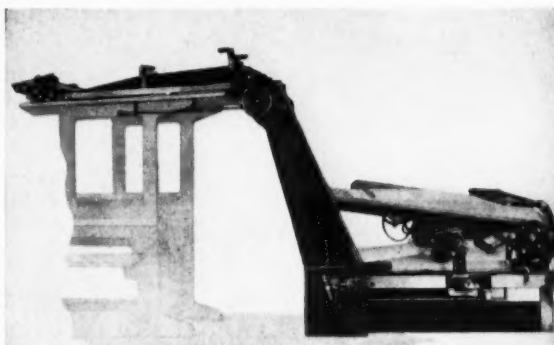
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No Reloading Stops More sheets fed per hour Convenient, productive, profitable



Christensen Continuous Stream Feeder

Christensen Continuous Stream Feeding is convenient, productive, profitable — right down the line. Consider these features:

Loaded from the floor — No steps to climb; no railings to clear. The floor loading model is located on floor back of the press, permitting operator to place lifts of paper with ease on bench height loading board. Much of the labor involved in loading other types of continuous feeders — such as climbing stairs with stock and loading in close quarters under pressroom ceiling — has been eliminated.

Suction separation. No marking of sheets. No need of margins.

Sheets fanned out on top of loader board. Surer separation. Less trouble with tacky stock.

Slow motion approach to press guides. Improved register.

Vacuum caliper guards against feeding of more than one sheet at a time. No resetting for stocks of varying weight.

On the floor loading model the feedboard conveyor can be easily racked back, clearing the feedboard for make-ready without disturbing tapes or settings.

For plants lacking space behind the press, feedboard mounted type is available.

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Dexter Folder Company

General Sales Offices

330 West 42nd Street, New York 36, N. Y.

Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis
Agents in principal foreign countries

classified buyers' guide

RATES: Ordinary classified, \$1.10 a line per insertion (figure 36 characters per line); minimum \$3.30. Used monthly, \$35 a year for 3 lines; \$10 for each additional line. Situation wanted, 90¢ a line; minimum \$2.70.

Display classified sold by column inch with discounts for larger space and three or more insertions. Sample rates: One inch used one time, \$21; used 12 times, \$16 per insertion. Two to four inches used one time, \$19 per inch. Full rate schedule on request. Please send payment with order.

Copy must be received at 309 W. Jackson Blvd., Chicago 6, Ill., by the 18th of the month preceding date of publication.

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(Trade Mark Reg. U. S. Pat. Off.)
Since 1936 — The Special Adhesive that Printers use from coast to coast to pad carbon interleaf set forms. It binds the stub "between the sheets." It's ready to use and easy to apply.

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BUSINESS OPPORTUNITY for youngish man on Pacific Coast in bindery specializing in re-binding; long established, sixty employees. Investment not required, but eventually possible. Immediate job is foreman or superintendent of production. Interested applicant please state your qualifications for position; compensation expected; union or non-union? Box M-84, THE INLAND PRINTER, 309 W. Jackson Blvd., Chicago 6, Illinois.

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THE DOYLE INFRA-RED DRYER*

for all types of printing machinery

THE DOYLE VACUUM SHEET CLEANER*

Removes dirt, dust, lint and dry spray from paper while printing.

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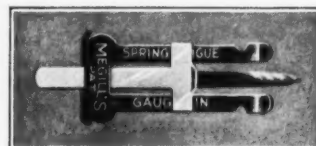
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LOOK FOR THE *Cockletone* WATERMARK

THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ "To say that the printing and lithographing industry is basically healthy is not to say very much," John M. Wolff, 1953 president of the Printing Industry of America, Inc., told his organization in annual convention in Washington last October. "Such nice generalities do not help us face the fact that we must do better . . . Net corporate profit, after taxes, for printers and lithographers dropped from a record high of 6.54 per cent of net sales in 1946 to 3.75 per cent in 1952 . . . "There is not a man (here) who cannot improve his operation at least one per cent and (such) improvement would be better than a 25 per cent increase in net profit."

"We have been enjoying a good volume of business for many years. This has given us a feeling of complacency . . . too many of us are feeling a little smug and I think we had better get over it."

The printing and lithographing industry might do well to note what was happening late in December at the joint annual meetings of the American Economic Association, American Marketing Association, the American Statistical Association and seven other professional societies.

A large group of economists predicted that 1954 would see a decline of at least 5 per cent in the nation's total output. The outlook, they forecast, is for "recession," not "readjustment" or "inventory recession."

The decline, whatever it might turn out to be, probably would still leave 1954 as the second best year in history—in dollar terms, that is. However, it likely would mean a dip in the more sensitive Industrial Production Index by 10 or 15 per cent, bringing this measure of "good" or "bad" business slightly below 1952, as well as below 1953.

There are those who don't like the word "recession," think it might throw a scare into business generally. But whatever terminology may be applied, it appears certain that business will not be as good this year as last or as in 1952. Just how far the downward trend may go remains to be seen. The situation may not be as much of an ill omen for printers as it might first appear. Business men may take the attitude that to create more business a better job of selling must be done, and to do a better job of selling *more* printed matter will be necessary. Printers themselves will have to do a more powerful job of selling to convince business men generally that "Printing Will Sell Your Product."

★ Ever have a yen to start your own printing plant? Here's the way some people go about it: Burglars broke into a New York City trade composition plant on a week end and got away with 22 Intertype magazines, a dozen molds, 14 fonts of mats and money from the safe. Estimating his loss at \$25,000, the proprietor offered \$1,000 reward for the return of his property. This was New York City's second incident within a period of several months.

These incidents seem to have more than local interest. The second plant was not insured against burglary. And what did the burglars intend to do with the loot? Chances are they wouldn't try to dispose of it in the New York area. It would be too "hot" for that. They probably will ship or take the equipment to some other state, far, far away, and try to sell it at a quick profit.

So the moral is: protect yourself against such losses, and cast a suspicious eye on "bargain" lots of magazines, molds, mats and such.

★ We couldn't resist lifting something from *The Reporter of Direct Mail Advertising* because it has such a close association with printing. The story went like this:

Gadget mailings sometimes have an unexpected kickback. Take these two actual pieces mailed to an advertising manager. The first had a plastic moving eye tipped to the letterhead. The caption on the balloon read: "This will open your eyes, Mr. Jones." The new advertising manager, who received the letter, sent it back with a handwritten note: "This I want to see. Mr. Jones died six weeks ago." A second letter (list unchanged) arrived with a checkerboard design on the letterhead and with a checker tipped on. The balloon read: "It's your move, Mr. Jones." The advertising manager, still trying to get the list corrected, wrote: "If he moves, I leave."

★ One of our high-powered public relations friends called us up the other day and wanted us to come over and meet a prominent German industrialist. So we dashed over to the Press Club bar in response to the telephone appeal of Hugh Swofford who introduced Hubert H. A. Sternberg, the ruddy-faced managing director of Schnellpressenfabrik A. G., one of Germany's leading manufacturers of printing presses.

The conversation soon moved around to World War II and what happened to H.H.A.S. and his plant. Two hundred and eighty Allied bombs dropped in the neighborhood of his plant, somewhere between Heidelberg and Mannheim. Shortly after the war ended, he returned to his old, red-brick office building where he found an American officer in charge. Luckily, the officer knew the printing trade and was duly appreciative of the company's original trademark, "Original Heidelberg." Soon afterward, 60 per cent of the plant's crew returned to work.

Sternberg succeeded in getting machine tools abroad and was one of the first to tool up for peacetime. In the beginning, he sold presses at home and abroad for currency that was nearly worthless just to maintain the name of the firm. After currency reform, he borrowed a considerable sum of money, took the firm's annual profits and reinvested them, and by 1951 had the business up 30 per cent over prewar figures.

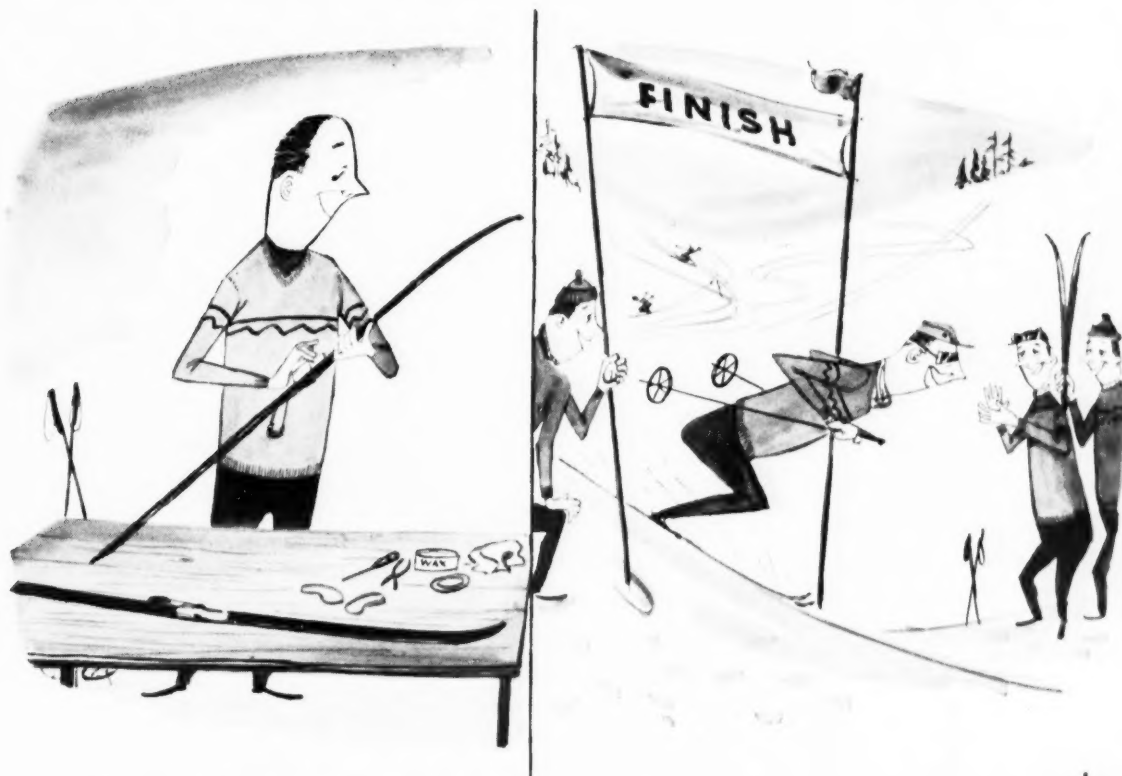
Sternberg's life is buried in his business. He arrives at his office at 7 A.M., takes an hour for lunch, and burns up two shifts of secretaries before he leaves at about 8 P.M. He is a director of the printing machinery association of Germany, and president of Heidelberg's chamber of commerce.

Right now he is interested in promoting DRUPA, the International Printing and Paper Fair which will be held in Düsseldorf, May 15-30. The 1951 fair attracted 300,000 persons, including 36,000 from outside Germany.

There's something American about him that shows in his clothes (he looked just like any other American business man); he drives a Pontiac automobile, smokes Camel cigarettes, and speaks throaty but fluent English with very little accent. He has crossed the Atlantic 72 times, and has a son and grandchildren in California.



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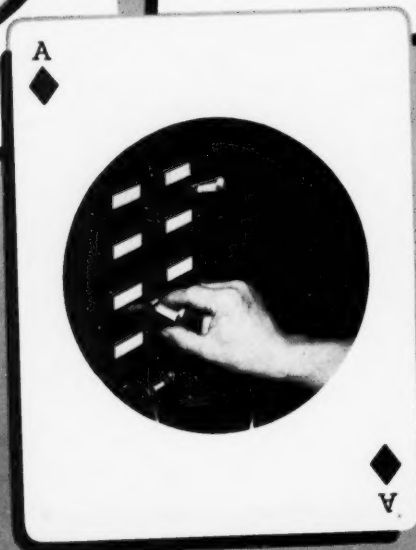
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